

NO. 0B-H298

D16

C. L. WHITE, WHITE'S CITY, CARLSBAD, N. M.

ORDER NO. 34776

DATE 2/14/40

121 M POST CARDS ART COLORTONE WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER. FRONT NO. I R. M. YES

TITLE (IN FULL) WHITE'S CITY BUSINESS CENTER IMPRINT SAME AS ABOVE

AT ENTRANCE TO CARLSBAD CAVERN NATIONAL PARK 6 MILES FROM CAVERN ENTRANCE, WHITE'S CITY, NEW MEXICO

PHOTO PROPERTY OF C.T.

ABH 48

COLOR DESCRIPTION

BUILDING WHITE ADOBE, BLACK TRIM. WINDOW WOODWORK-- OAK COLOR. SHOW ALL SIGNS PLAINLY. CUT AT TOP FOR PROPORTION.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE FEB 14 1940

DATE FEB 14 1940

DATE	DEPT.	DATE COMPLETED
FEB 15 1940		FEB 15 1940
10 4		2/10
24 85	2-21	
22 1 1/2		22 Feb
226 8 1/2	March 7. 40	

DATE BLUEPRINT ORD

By

DATE HAND COLOR PROOF ORD

By

DATE PROOF

By

DATE PROOF

Handwritten notes in red ink.



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. OB-H299 ORDER NO. ~~XXXX~~ 35148 DATE 2-14-1940

CUSTOMER TOLEDO PIPE THREADING MACHINE CO.  
TOLEDO, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE GREATEST VALUE IN PIPE TOOLS  
(ETC. AS PER COPY)

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ~~XXXX~~ ATTACHED.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH ATT'D.

*Rush*

PHOTO RETURNED

TO

PHOTO USED FOR

49 2-22  
52 3/1/40  
L.O. 2  
Ret 2  
Pic 1 1/2  
Lact 7

*MW*

FEB 15 1940

*make rect impression  
" DK Blue "*

5-

2-9-12



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. OB-H300 ORDER NO. 35147 DATE 2-14-1940

CUSTOMER AND CATCH MESSURY WILL  
DALLAS, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M. POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full DAUGHTER ALSO KNOWS BEST - IT'S  
AIRMAID POSIBRY

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE TISSUE OVERLAY & INSTRUCTIONS ATT'D.

Shw Net 11-4-40

COLOR DESCRIPTION

SEE TISSUE OVERLAY, INSTRUCTIONS, & SWATCH ATT'D.

Rush

asked Schenck  
for new  
offsets.

PHOTO RETURNED

TO

PHOTO USED FOR

49 2-20  
1/2 HR. DRAW LEAVES IN  
WALL PAPER COR.

Am

FEB 15 1940



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. OB-H301 ORDER NO. 35142 DATE 2-14-1940

CUSTOMER THE LOCKOUT HOUSE  
COLUMBUS, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 MM POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLOR-TONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full LOOKOUT HOUSE - COLUMBUS, OHIO  
BOT-DIVISION ROAD AT GRANVIEW AVE. U.S.  
ROUTE 33

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATT'D. ON PHOTO THERE ARE TWO  
BLACK POSTS IN FRONT AT ENTRANCE. INCLUDE  
THIS IN THE PICTURE.

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH ATT'D FOR COLORING AND LAYOUT.

*Rusty*

*make red impression*

PHOTO RETURNED

TO

PHOTO USED FOR

*Ret 9*  
*2-21 Ac 1 1/2*  
*60 3-1 3-4 Lat 8 1/2*

*[Signature]*

FEB 15 1940

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO



D 16

NO. 0B-H302

PARRISH & ~~XXXX~~ SIMONSON, SAUGATUCK, MICH.

ORDER NO. 34805

DATE 2/15/40

6 1/2	MPOST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <u>UPPER</u> LOWER, CENTER - BORDER.		FRONT NO. <b>I</b>	R. M. <b>NO</b>
TITLE (IN FULL) <b>BRIDGE CROSSING KALAMAZOO RIVER AT SAUGATUCK, <del>XXXX</del> MICH.</b>		IMPRINT <b>SAME AS ABOVE</b>	
		PHOTO PROPERTY OF <b>CUSTOMER</b>	

COLOR DESCRIPTION  
ON SMALL CARD PHOTO IT SHOWS FLOWER URNS ON BRIDGE, CAN YOU PUT THOSE URNS WITH COLORED FLOWERS ON BRIDGE FOR ~~XX~~ THIS SUBJECT. ALSO CUT OUT TRUCK AND MAKE GOOD ROADS WITH SHRUBERY ALONG RIVER AND GREEN GRASS ON BANK. CUT OUT TELEPHONE POLE. THE STREET LIGHT POLES ARE O.K. ALSO CARDS WITH INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF YES      RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

**ESTIMATE**      Cost Dept. checked *1/2*

By *1/2*      Date **FEB 19 1940**

DATE	DEPT.	DATE COMPLETED
FEB 19 1940		FEB 19 1940
16 3		2/21 <i>gr</i>
80	2-22	
H. & W. OR PROOF 226 1/2	2/23-40	
57 2 1/2	2-29-40	3-1-40

DATE ESTIMATE TO *1/2*      DATE *1/2*

DATE MADE COLOR *1/2*      DATE *1/2*

DATE *1/2*      DATE *1/2*

Reprints

12



D16

SANBORN SOUVENIR CO., DENVER, COLO.

NO. OB-H303

ORDER NO. 35163

DATE 2-15-1940

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 3 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TITLE: SCENE ON SHERMAN HILL ON  
HIGHWAY U.S. 30, WYOMING. ~~XXX~~ AMES  
MONUMENT IN THE BACKGROUND ~~RM~~ encl.  
PRIV. NO. BEFORE TITLE: 1076

~~4B H 1619~~

~~6-8-1941~~

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

FOR COLORS SEE ATTACHED CARD.

~~Handwritten signature~~

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION

Notice of  
order for this document. Please  
see to it that all card or nega-  
tives of uniform and placed in  
in harmony with each other  
to make an attractive set.

ESTIMATE  
FEB 16 1940

		DATE COMPLETED
	FEB 16 1940	FEB 16 1940
3	1 1/2	2-16-40
8 1/2	2-20	
226	1 1/2	2/22/40
48	9	3-6-40

DATE SLU...  
DATE HAVING COLOR...  
DATE...

3

8



SANBORN SOUVENIR CO., DENVER, COLO.

NO. OB-H304

ORDER NO. 35163

DATE 2-15-1940

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

FRONT NO. 3 R. M. YES

IMPRINT SAME AS ABOVE

TITLE: LAKE MARIE, SNOWY RANGE,  
MEDICINE BOW NATIONAL FOREST IN  
SOUTHERN WYOMING

PRIV. NO. BEFORE TITLE: 1085

6 B H 216

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TRIM TOP AND BOTTOM EQUALLY FOR PROPORTION. FOR COLORS OF  
MTS. SEE 7A-H3688. GET PRETTY LIGHTS IN WATER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for the customer. Please  
to to all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE			
FEB 16 1940			
DESCRIPTION	QUANTITY	UNIT PRICE	DATE COMPLETED
COPYING			FEB 12 1940
PRINTING	4	2	2-10
STAMPING	84	80	2-19-40
REMARKS			
HAND COLOR PROOF	226	1 1/2	2/21-40
ARTIST LITHO	53	9 1/2	3/12/40

DATE BLUEPRINT OF D

By

DATE HAND COLOR PROOF

By

DATE  
By  
DATE HAND COLOR PROOF

4

8



D16

SANDORN SOUVENIR CO., DENVER, COLO.

NO. OB-H305

ORDER NO. 35163

DATE 2-15-1940

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER Full FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 3 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TITLE: PIKES PEAK (ALT. 14,110 FT.)

AMONG THE CLOUDS + RM incl.

PRIV. NO. BEFORE TITLE: 2115

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE SECTION INDICATED AND GET PRETTY CLOUD EFFECT.

48H1649

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

6  
order for this business. Please  
see to it that all color or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Enlarge Section  
marked  
on 5X7

FEB 19 1940

FEB 19 1940

			DATE COMPLETED
DATE ORDERED		FEB 15 1940	FEB 19 1940
DATE RECEIVED			
DATE DELIVERED	16 2 1/2		2/20 5/2
DATE PAID	14/80	2-21	
DATE RETURNED			
DATE COLOR PROOF	30 1/2		2-26-40
DATE POST DET.	210 9/5	3-11	3-15

DATE BLUEPRINT ORD.

DATE Paid

By

By

DATE HAND COLOR PROOF ORD.

DATE Photo Returned to Customer

By



D16

SANBORN SOUVENIR CO., DENVER, COLO.

NO. OB-H306

ORDER NO. 35163

DATE 2-15-1940

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER Full Face

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

FRONT NO. 3 R. M. YES

IMPRINT SAME AS ABOVE

TITLE: BEAR LAKE, ROCKY MOUNTAIN NATIONAL PARK, COLORADO. LONG'S PEAK (ALT. 14,255 FT.) AND GLACIER GORGE IN BACKGROUND  
PRIV. NO. BEFORE TITLE: 2209

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TREES FRINGE DARK GREEN, DARK BLUE GREEN PINES. PEAKS GRAY TO DARK AND BLUISH. GET PRETTY LIGHTS IN WATER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects of  
this customer. Please  
note that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

20P 2385

D11112

FEB 16 1940

Dept. Checked

FEB 16 1940

			DATE COMPLETED
		FEB 16 1940	FEB 16 1940
	4 2	2-10	2-20 SC
	80	2-21	
	30 1/2		2-26-40
	201 9 1/2	2-6-40	2-6-40

DATE RECEIVED

DATE Paid

DATE PAID

DATE Photo Return to Customer

Mr. Am



D16

*Straight*

AMERICAN ART POST CARD CO., BOSTON, MASS.

NO. 0B-E307

ORDER NO. 34806

DATE 2/15/40

25 M POST CARDS ART COLORTONE WHITE BORDER

PLACE OF TITLE (UPPER, LOWER, CENTER, BORDER) FRONT NO. I R. M. NO

TITLE (IN FULL) DINING ROOM SHOWING ENTRANCE TO SECRET STAIR-CASE, HOUSE OF SEVEN GABLES, BUILT 1668, SALEM, MASSACHUSETTS IMPRINT SAME AS ABOVE

PUT IN SMALL TYPE IN LOWER BORDER (c) American Art Post Card Co.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

FLOORS ARE VERY DARK

*Make negative*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for this... see to it that... tives are uniform... in harmony with... to make an attractive set.

ESTIMATE			
FEB 19 1940		FEB 19 1940	
DATE COMPLETED		DATE COMPLETED	
FEB 15 1940		FEB 15 1940	
12 3/2		2/21/40	
78		Feb 22-40	
225 13/4		23 Feb.	
48 10		3-4-40	
3-5-40			

DATE HAND COLOR... 4/17/40



*Rephoto*

AMERICAN ART POST CARD CO., BOSTON, MASS.

NO. **0A-E308**

ORDER NO. **34807**

DATE **2/15/40**

<b>12 1/2 M POST CARDS ART COLORTONE WHITE BORDER</b> <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE <u>UPPER</u> LOWER CENTER BORDER.		FRONT NO. <b>I</b>	R. M. <b>NO</b>
TITLE (IN FULL) <b>PARLOR WITH BUFFET, HOUSE OF SEVEN CABLES, BUILT 1668, SALEM, MASSACHUSETTS</b>		IMPRINT <b>SAME AS ABOVE</b>	
PUT IN SMALL TYPE IN LOWER BORDER <b>(c) American Art Post Card Co.</b>		PHOTO PROPERTY OF <b>CUSTOMER</b>	

COLOR DESCRIPTION

*Make rephoto*  
**WALL PAPER TWO SHADES OF GRAY. FLOORS VERY DARK.**

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. **YES**

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

**ATTENTION!**

7 — Subjects on  
this form. Please  
note that all subjects are  
negative and colors are  
in harmony with each other  
to make an attractive set.

<b>ESTIMATE</b>		By <i>[Signature]</i>	
FEB 19 1940		FEB 19 1940	
DATE COMPLETED		DATE COMPLETED	
FEB 19 1940		FEB 19 1940	
17	3	2/21/40	
84	2-23		
49	1/4	2-23	
31	10	3/6/40	

DATE BLUEPRINT	DATE
DATE HAND COLOR	DATE

*4/17/40*

12



*Rephoto*

*D16*

AMERICAN ART POST CARD CO., BOSTON, MASS.

NO. OB-H309

ORDER NO. 34807

DATE 2/15/40

12 1/2 M POST CARDS ART COLORTONE WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.	FRONT NO. I R. M. NO
TITLE (IN FULL) CLIFFORD'S ROOM, HOUSE OF SEVEN GABLES, BUILT 1668, SALEM, MASSACHUSETTS	IMPRINT SAME AS ABOVE
XXXXXX PUT IN LOWER BORDER IN SMALL TYPE	
(c) American Art Post Card Co.	PHOTO PROPERTY OF CUSTOMER
COLOR DESCRIPTION	

*Make rephoto*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

# ATTENTION!

7  
order for this photo. Please see so it that all the photos are uniform and are in harmony with each other to make an attractive set.

FEB 19 1940

Post Dept. Checked

By FEB 19 1940

		DATE COMPLETED
	FEB 19 1940	FEB 19 1940
	9-1 1/2 2 1/2	2/21/40
	74	2-22
	226	2/23-40
	54 11	3-4-40
		3-6-40

DATE BLUEPRINT ORD

By

DATE HAND COLOR PROOF

By

DATE PAID

By

DATE PHOTO

4/17/40

*18-2 1/2 hr.*

*12*



D16

AMERICAN ART POST CARD CO., BOSTON, MASS.

NO. 0B-H310

ORDER NO. 34807

DATE 2/15/40

12 1/2 M POST CARDS ART COLORTONE		WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.	FRONT NO. I R. M. NO		
TITLE (IN FULL) THE HALLWAY, HOUSE OF SEVEN CABLES, BUILT 1668, SALEM, MASSACHUSETTS	IMPRINT SAME AS ABOVE		
PUT IN LOWER BORDER IN SMALL TYPE --- (c) American Art Post Card Co.		PHOTO PROPERTY OF CUSTOMER	

COLOR DESCRIPTION

FLOORS VERY DARK

*Make repro*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC. CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

7  
Order for this customer. Please see to it that all cuts or negatives are uniform and ready to be in harmony with each other to make an attractive set.

*Repro*

ESTIMATE		Est. Dept. Checked	
FEB 19 1940		FEB 19 1940	
DATE COMPLETED		DATE COMPLETED	
FEB 19 1940		FEB 19 1940	
12 3		2/21/40	
74		2-21	
225 1/4		22 Feb	
53 10		3/7/40	

DATE RECEIVED FOR  
By  
DATE HAND COLOR REPROD  
By

DATE  
By  
4/17/40  
M

5  
12



D15

NO. 0B-H311

AMERICAN ART POST CARD CO., BOSTON, MASS.

ORDER NO. 34807

DATE 2/15/40

12 1/2 M POST CARDS		ART COLORTONE		WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)				(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.				FRONT NO. I R. M. NO	
TITLE (IN FULL) THE SHOP, HOUSE OF SEVEN				IMPRINT SAME AS ABOVE	
GABLES, BUILT 1668, SALEM, MASSACHUSETTS					
PUT IN LOWER BORDER IN SMALL TYPE --- (c) American Art Post Card Co				PHOTO PROPERTY OF CUSTOMER	
COLOR DESCRIPTION					

CURTAINS DULL RED. FLOOR DARK. WALLS DULL GRAY

*Make negative*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Order for 24 prints. Please see to it that all your negatives are uniform and colors are in harmony with each other to make an attractive set.

*Reply*

ESTIMATE			
FEB 19 1940			
FEB 19 1940			
DATE COMPLETED			
FEB 2 1940 FEB 14 1940			
11-26 10-31 3 1/2 2/21/40			
226 2 2-23-40			
57 12 1/2 3/8/40 3/11/40			
DATE MADE			
DATE MADE			
By			
4/17/40			
70			

#12



D16

NO. 0B-H312

AMERICAN ART POST CARD CO., BOSTON, MASS.

ORDER NO. 34807

DATE 2/15/40

12 <sup>1</sup> / <sub>2</sub> M POST CARDS		ART COLOORTONE		WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)			
PLACE OF TITLE: <u>UPPER</u> LOWER, CENTER, BORDER.		FRONT NO. I R. M. NO			
TITLE (IN FULL) HAWTHORNE'S CORNER IN PARLOR, HOUSE OF SEVEN CABLES, BUILT 1668, SALEM, MASSACHUSETTS		IMPRINT SAME AS ABOVE			
PUT IN LOWER BORDER IN SMALL TYPE --- (c) American Art Post Card Co.		PHOTO PROPERTY OF		CUSTOMER	
COLOR DESCRIPTION					

FLOORS VERY DARK

*Make rephoto*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

*Rephoto*

ATTENTION!

Please  
make all cuts or nega-  
tives uniform and colors are  
in harmony with each other  
to make an attractive set.

FEB 19 1940		FEB 18 1940	
FEB 19 1940		FEB 19 1940	
10	6	2/21 Gr	
78	2 1/2 35-40		
225	2	23 Feb	
211	1 1/2 3-5-40		

DATE BLU. PRINT

DATE HAND COLOR PROOF

By

*4/17/40  
72*

*5  
12*



D16

NO: 0-H313

AMERICAN ART POST CARD CO., BOSTON, MASS:

ORDER NO. 34807

DATE 2/15/40

12 1/2 M POST CARDS ART COLORTONE		WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.		FRONT NO. I R. M. NO	
TITLE (IN FULL) GREAT CHAMBER OR PHOEBE'S ROOM, HOUSE OF SEVEN GABLES, BUILT 1668, SALEM, MASSACHUSETTS		IMPRINT SAME AS ABOVE	
PUT IN LOWER BORDER IN SMALL TYPE ---		PHOTO PROPERTY OF CUSTOMER	
(c) American Art Post Card Co.			
COLOR DESCRIPTION			

CANOPY, CURTAINS & CHAIR ARE LIGHT RED & YELLOW & GREEN  
FLOORS ARE VERY DARK.

*Make negative*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION

Order for this card set. See to it that all negatives are uniform and colors in harmony with each other to make an attractive set.

*Rephoto*

ESTIMATE		Est. Dept. Checked	
FEB 19 1940		FEB 18 1940	
DATE	COMPLETED	DATE	COMPLETED
	FEB 19 1940		FEB 18 1940
	13 4 1/2		2/21/40
	81		2-22
	226 2		2-23-40
	28 11		3/6/40
			3/8/40

DATE BLANK BY DATE FILED BY

DATE HAND COMPLETED BY

Photo Returned 4/17/40

5-12



BLACKWELL WIELANDY, ST. LOUIS

NO. OB-#314

ORDER NO. 34808

DATE 2/15/40

12<sup>1</sup>/<sub>2</sub> M POST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) GIANT PANDA, ZOOLOGICAL  
GARDENS, ST. LOUIS, MO.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 50

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

PANDA IS BLACK AND WHITE.

PUT READING MATTER ON ~~XXXXXXXX~~ FRONT OF CARD

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION

9  
cards for the...  
are to it that...  
tives are uniform and colors are  
in harmony with each other.  
to make an attractive set.

Rephoto.  
pages on top +  
bottom

FEB 19 1940

ESTIMATE

FEB 19 1940

DATE COMPLETED

FEB 19 1940

FEB 19 1940

2/21/40

18 2

78

Nov. 22-40

2-23-40

30

1/2

2-27-40

2-28-40

115

7

DATE DOCUMENT OK'D.

DATE FILED

By

DATE HAND COLOR PROOF OK'D.

15  
Rm 10  
12



016

BLACKWELL WILANDY, ST. LOUIS

NO. OB-H315

ORDER NO. 34808

DATE 2/15/40

12 1/2 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE FEDERAL BUILDING, ST. LOUIS, MO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 51

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BUILDING WHITE LIME STONE. BLUE SKY CLOUD EFFECT. REMOVE BLDG. ON RIGHT ALSO TRUCK. SEVERAL OLDER MODEL CARS. CUT OFF RS MARKED FROM FOREGROUND

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

9  
Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE  
FEB 18 1940  
By [Signature]  
Date FEB 18 1940

		DEPT.	DATE COMPLETED
		FEB 18 1940	FEB 18 1940
RENTAL	3 7	2-16	2-20
PRINTING	54	2-21	
HAND COLOR PROOF	226 13/4	2-22-40	
ARTIST COST	214 9		

DATE RECEIVED BY

By

DATE HAND COLOR MADE

By

DATE RECEIVED BY

By

DATE HAND COLOR MADE

By

Am 10  
8



BLACKWELL WIELANDY, ST. LOUIS

NO. 316 OB-518

ORDER NO. 34303

DATE 2/15/40

12 1/2 MPOST CARDS 1 ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) EADS BRIDGE AND SKYLINE OF ST. LOUIS, MO.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 52

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

WATER BLUISH GREEN. PILLARS GREY TAN ROCKS. SHOW BOATS. CLOUD EFFECT.  
BUILDING VARIOUS COLORS

SEE PHOTO FOR CUTOFF

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

9  
Order for photo tickets should be placed with the photo  
specimens in such a manner that the photo tickets  
are uniform and order the  
in harmony with each other  
to make an attractive set.

ESTIMATE			
FEB 16 1940		Cost Dept. Checked	By 2
FEB 16 1940		Date	FEB 16 1940
DATE	BY	DATE	COMPLETED
FEB 16 1940		FEB 16 1940	
78	6	2-16	2-21-40
78		Feb. 21-40	
30	1 1/2		2-23-40
29	9 1/2	2-27-40	2-29-40

DATE HAND COL. PHOTO BY  
DATE PHOTO DELIVERED

6

15  
Photo  
8



BLACKWELL WIELANDY, ST. LOUIS

NO. CB-E317

ORDER NO. 54808

DATE 2/15/40

121 POST CARDS ART COLORTONE WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)	
PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.)	FRONT NO. I R. M. YES
TITLE (IN FULL) WATERFALLS IN FOREST PARK, ST. LOUIS, MO.	IMPRINT SAME AS ABOVE
PRIVATE NO. BEFORE TITLE --- 53	PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

XXXX WATER BLUEISH GREEN. BEING WATERFALL NATURAL. VARIOUS GREENS FLOWERS ROCKS GREY TAN. WHITE FOREGROUND. CUT OFF AS MARKED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,797,775

ATTENTION!

9 Subjects of  
order to the printer. Please  
see to it that all cards are  
given in uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Est. Dept. Checked	
FEB 10 1940		FEB 16 1940	
DATE COMPLETED		DATE COMPLETED	
FEB 16 1940		FEB 16 1940	
13 2h		2/20 9	
84/80		2-21	
225 13/4		22 Feb	
28 10		2/28/40	
2/29/40		2/29/40	
DATE FILED		DATE FILED	
By		By	
DATE HAND COLOR PROOF		DATE HAND COLOR PROOF	
By		By	

15  
Rm 18



BLACKWELL WIELANDY, ST. LOUIS

NO. ~~6-1115~~ OB-H318

ORDER NO. 34808

DATE 2/15/40

12 1/2 M POST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) THE BIRD CAGE IN ZOOLOGICAL  
GARDENS, FOREST PARK. ST. LOUIS, MO.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 54

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

STEEL FRAME WORK GLASS TOP. ELIMINATE TWO MEN WITH STRAWHATS. SHOW STATUE.  
BLUESKY. SEE PHOTO FOR CUT OFF

*Show some flowers in foreground*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOEE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

9  
The following are  
the most important points  
to be considered in the  
selection of subjects for  
series are uniform and each are  
in harmony with each other  
to make an attractive set.

ESTIMATE			
FEB 15 1940		Cost Dept. Checked	By
AND WORK SCHEDULE		Date	FEB 15 1940
ITEM	QUANTITY	DATE ENTERED DEPT.	DATE COMPLETED
1. 12 1/2 M POST CARDS		FEB 18 1940	FEB 18 1940 B
2. 16 3			2/19 J
3. 84 80		2-20	
4. 49 1/5			2-21
5. 216 9		2-27-40	2-28-40

DATE BLUEPRINT ORD \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF \_\_\_\_\_

By \_\_\_\_\_



BLACKWELL WIELANDY, ST. LOUIS

NO. OR-H319

ORDER NO. 34808

DATE 2/15/40

12<sup>1</sup>/<sub>2</sub> M POST CARDS ART COLORTONE  
(ALL OF THIS ON THE PICTURE SIDE)

WHITE BORDER  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) LAKE IN FOREST PARK, ST.  
LOUIS, MO.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 55

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BLUEISH GREEN WATER. VARIOUS COLORS TREES. SHOW DUCKS? GEESE, ETC. SHOW GRASS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
this order. Please  
see to it that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE			
FEB 16 1940		FEB 18 1940	
DATE	QUANTITY	DATE	DATE COMPLETED
		FEB 10 1940	FEB 10 1940
	18 2		2/19 gr
	84 80	2-20	
	49 1/2		2-22
	211 9	2-27-40	

DATE ESTIMATED

DATE PAID

DATE PAID

DATE

24 10 8



NO. CB-E320

ORDER NO. 34808

DATE 2/15/40

12 $\frac{1}{8}$  MPOST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT No. **I** R. M. **YES**

TITLE (IN FULL) PUBLIC LIBRARY, ST. LOUIS, MO.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE ---- 56

PHOTO PROPERTY OF CUSTOMER


### COLOR DESCRIPTION

BLUESKY BILLOWY CLOUDS. SHOW FLAG. ROOF GREY TILES. LIGHT GREY STONE BLDG.  
REMOVE BLDG. BACKGROUND AND RIGHT SIDE. AUTOS PEOPLE WIRES CAR TRACKS & WASTE  
BOXES

SEE PHOTO FOR CUTOFF

SUBMIT: RET. PHOTO      B. L. & W. PROOF      ~~HANDCOL PROOF~~      **YES**      ~~RETURN PHOTO.~~

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

9. Subjects of  
being a customer. Please  
see to it that all colors or images  
are well-balanced and are in  
harmony with each other  
to make an attractive set.

# ESTIMATE

Post Due, Checked

Feb 12 1940

Date FEB 1 1944

DATE RECEIVED	DATE COMPLETED
1940	1940
10	5
84	2-20
30	2-21-40
53	2-29 40

L.A. 2-11-68 9.50 P

Life Time

DATE HAND COLOR P. 100

五



BLACKWELL WIELANDY, ST. LOUIS

NO. 0E-H321

ORDER NO. 34808

DATE 2/15/40

12 $\frac{1}{2}$

POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER CENTER - BORDER.

FRONT NO.

I

R. M.

YES

TITLE (IN FULL) THE JEWEL BOX IN FOREST  
PARK, ST. LOUIS, MO.

IMPRINT

SAME AS ABOVE

PRIVATE NO: BEFORE TITLE --- 57

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

BLUESKY BILLOWY CLOUDS. GLASS BLDG. WHITE STONE ENTRANCE.  
MOM SHOW FLOWERS ETC.

SEE PHOTO FOR CUTOFF

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

9 Subjects are  
order for this company. Please  
see to it that all orders are  
ives are uniform and consistent  
in harmony with each other  
to make an attractive set

ESTIMATE

Cost Dept. Checked

FEB 16 1940

By

FEB 16 1940

DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL	DATE COMPLETED
PRINTING			FEB 16 1940	FEB 16 1940
REPRODUCTION	17	2		2/19/40
PHOTOGRAPH	24	80	2-20	
REPRODUCTION				
HAND COLOR PROOF	49	1 1/2		2-23
ART DEPT.	219	9.	2/27/40	2/29/40

DATE RECEIVED ORD.

DATE FILED

By

DATE HAND COLOR PROOF



BLACKWELL WIELANDY, ST. LOUIS

NO. 0E-11322

ORDER NO. 34808

DATE 2/15/40

12 1/2 MPOST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AIR VIEW OF DOWNTOWN ST.  
LOUIS, MO.

FRONT NO. I R. M. YES  
IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 58

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SHOW WHITE-GRY-TAN & SEV. VARIATIONS OF COLOR IN BLDGS. SHOW PARK  
IN CENTER - UNION STATION. WHITE POST OFFICE.

SEE PHOTO FOR CUTOFF.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION

9  
... in  
... to  
... in  
... to make an attractive set

At right

ESTIMATE  
FEB 15 1940  
SCHEDULE  
DATE FEB 15 1940  
DATE COMPLETED  
6 7 2  
98  
226 2/4 2-22-40  
15  
DATE  
DATE HAND COLOR  
By

|||

11/10

6



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. OB-H323 ORDER NO. 35399 DATE 2-28-1940

CUSTOMER NEWDAY SEEDS, INC.  
FARGO, NORTH DAKOTA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THESE BRANDS GIVE YOU MORE FOR YOUR  
SEED DOLLAR (ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

CUSTOMER WOULD LIKE THE "SNOOT" OR EARS  
OF BAGS A LITTLE SMALLER. HE HAS PENCIL  
MARKED ONE.

SEE SKETCH ATTACHED.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

1 Photo 5x7  
20 7/8  
Ret 10

# 30, 3-7-40 Hc. 2  
201 201 8 3/4

1 Extra Negative

Extra Neg  
to Red



MAR 4 1940

2 more Red  
" — DK Blue —  
291



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL NO. OB-4324

ORDER NO. 35167

DATE 2-15-1940

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO PROPERTY OF C. T. & CO.

12<sub>M</sub> 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full CRISPY COID NEGATOR-EVENTUALLY THE

PRODUCE EQUIPMENT FOR EVERY MERCHANT

(LTC. AS PER COPY)

*see instructions below*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE SKETCH ATT'D.

FRONT NO. 5 (All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PLATE NO. ON FRONT

C. T. — THE ALLIS PRESS, KANSAS CITY, MO.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

#### COLOR DESCRIPTION

FOLLOW SKETCH FOR LAYOUT, DESIGN AND STYLE OF LETTERING ON BOTH PICTURE SIDE AND ADDRESS SIDE. FOLLOW 11 x 18 SHEET FOR COLORING OF DISPLAY CASE, ALSO FOR STYLE OF DISPLAY TYPE AND LETTERING. FOLLOW COPY IN LONG HAND FOR TYPE MATTER ON PICTURE SIDE, AND ADDRESS SIDE.

*Russ*

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

3M-1-2-39

FEB 16 1940

*make red impression  
OK. Blue*

*2 of 12*

*LO 1  
Rt 6  
2-22 He 2  
Lact 9 1/2*

*As quoted  
Rt*



Colored B 8  
124

C.B. CORWIN NEWS AGENCY, JEFFERSON CITY, MO.

NO. OB-H325

ORDER NO. 35161

DATE 2-15-1940

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) GREETINGS FROM LINCOLN  
UNIVERSITY, JEFFERSON CITY, MO.

IMPRINT XXXXXXXXXXXX NONE

SMALL TYPE: (C) CURT TEICH & CO., INC.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE PHOTOS ATT'D. MEMORIAL HALL: RED BRICK, SANDSTONE BASE, SHOW LEAVES.  
BENNETT HALL: BUFF BRICK, GRAY SLATE ROOF. PRESIDENT'S RESIDENCE: ~~REDAKED~~ RED  
BRICK, GRAY ROOF. DANIEL HALL: LIGHT TAN BRICK. LIGHT  
YOUNG HALL: BROWN TOWER, BUFF BRICK, GRAY VARIGATED ROOF. ALLEN HALL: LIGHT  
TAN BRICK. SCHWEICH HALL: BUFF ~~BRICK~~ BRICK.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Return all  
photos to  
C. S. Prich  
Lincoln U.  
Jefferson City, Mo.

5 photo  
ret 1/28/40

ESTIMATE		Post Dept. Checked	
1940		FEB 26 1940	
L. 17-4 1/2		FEB 26 1940	
7		FEB 26 1940	
6 1/2		FEB 26 1940	
79		FEB 26 1940	
201		FEB 26 1940	
13		FEB 26 1940	
Mar. 4-1940		Mar. 5-1940	

DATE SUBMITT. MADE

DATE REC'D

DATE HAND COLOR PROOF

DATE HAND COLOR PROOF

by

22



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER	DIAL NO. UP-4326	ORDER NO. 35210	DATE 2-16-1940	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer
	CUSTOMER DR. W. T. ADAMS DETROIT, MICHIGAN					
	12 M 500 POST CARDS SIZE 3 1/2 x 5 1/2 (GROUP 4)			STYLE ART COLOR TONE FULL PAGE		
	PLACE OF TITLE: Upper, Lower, Center—Border — <u>Follow Layout</u>			FRONT NO. 5 (All of this on address side)		
RETURN PHOTO YES NO	Title in Plate Yes No Copyright in Plate Yes No			R. M. Yes No		
	Title in full DR. ADAMS' DENTISTS (ETC. AS PER COPY)			R. M. to cover part of Mess. Space, entire Mess. Space, entire Front		
				Trade Mark Yes No Special type as sample		
				IMPRINT: Customer <u>C. T. Imprint</u> No Imprint		
RETOUCHING DEPARTMENT						
<u>Submit</u> Sketch <u>Layout</u> <u>Retouched Photo</u> Wash Drawing						
Follow Layout						
SEE SKETCH ATT'D.						
COLOR DESCRIPTION						
SEE SKETCH ATT'D.						
				Negative — Line — Halftone — Combination. 120		
				Dry — Wet — Pancromatic — Color Separation. 133		
				Transfer — Paper Process — New Process. 150		
				Stripping — White Border — Full Face. 175		
				<u>Blue Print</u> <u>Handcolor</u> Black & White Proof. Titles—Red, Blue		

PHOTO RETURNED

TO

PHOTO USED FOR

20 1/2  
Red 9 1/2  
No 2 1/4  
Paint 13 1/2 54 3-4-40

Magazine

PH

FEB 19 1940

make red impression



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
—  
YES  
—  
RETURN PHOTO

DIAL No. QEH327 ✓ ORDER NO 35209 DATE 2-16-1940

CUSTOMER MRS. LILU READ LYKE  
W. BOOTHBAY HARBOR, ME.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M 500 POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full OAKE GROVE HOTEL - WEST BOOTHBAY  
HARBOR, MAINE

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

ON THE TRELLIS (ARCH) AT THE RIGHT, THERE ARE  
SOME ROSES, BUT THE FISHES WERE SMALL WHEN THE  
PICTURE WAS TAKEN.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Prints — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

THE HOTEL IS PAINTED WHITE, WITH GREEN BLINDS AND GREEN ROOF.

*Return negative*

3M-1-2-39

PHOTO RETURNED

TO

PHOTO USED FOR

*1. Replicate 5 x 7*  
*Straightening*  
*Ret 5 1/2*  
*He 1 1/2*  
*Lat 8 3/4*  
*3-4-40*  
*3-5-40*

*Aug 1940*

*PH*





NO. OBH328

DISTRIBUTED BY FRASHER'S, INC., POMONA, CALIF.  
(CENTER LINE)

ORDER NO. 35200

DATE 2-16-1940

635 M POST CARDS		ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.		FRONT NO. I	R. M. YES
TITLE (IN FULL) THE HISTORIC KYBURZ HOTEL AND "SUGAR LOAF ROCK" AT KYBURZ, CALIF. BOT-ON <del>THE</del> HIGHWAY 50 ALONG THE AMERICAN RIVER BETWEEN LAKE TAHOE AND PLACERVILLE		IMPRINT SAME AS ABOVE	
PRIV.NO. UPPER LEFT CORNER: T-269		PLATE NO. ON FRONT	
IN PLATE: (C) FRASHER FOTO		PHOTO PROPERTY OF CUSTOMER	

COLOR DESCRIPTION

SEE COLORED PHOTO ATT'D. ALSO INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,375

ESTIMATE

By 3 Dept. Checked

DATE FEB 17 1940

DATE	COMPLETED
FEB 19 1940	FEB 17 1940
8 3	2/20/40
226 13/4	2/21/40
216 9/2	3/4/40
3/5/40	

DATE DUE FEB 17 1940

By [Signature]

15  
Rm. 9  
9



THOMAS R. WEST, MIAMI, FLA.

NO. OB-H329

ORDER NO. 35197

DATE 2-16-1940

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. ~~YES~~ No

TITLE (IN FULL) BATHING AT HOLLYWOOD BEACH,  
FLORIDA

IMPRINT SAME AS ABOVE

PRIV. NO. BEFORE IMPRINT: H-1

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATTACHED. MAKE NICE COCONUT PALMS. CUT OUT  
PORTIONS ATTACHED WITH RUBBER CEMENT SO MAY BE REMOVED FOR FURTHER  
TRIMMING, IF NECESSARY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

FEB 20 1940

FEB 20 1940

FEB 20 1940

FEB 20 1940

3

3

2 - 20

2 - 22.50

84

225

1/30

2-28-40

210

9

3-12

3-10

DATE BLUEPRINT ORD.

DATE FOR

By

DATE HAND COLOR NEG. ORD.

DATE Photo Returned to Customer

By

15



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. OB-H330 ORDER NO35215 DATE 2-16-1940  
CUSTOMER HAMMOND LAUNDRY CLEANING MACHINERY & SUPPLY CO.  
WACO, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12M 500 POST CARDS SIZE

3 1/2 x 5 1/8

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HAMMOND'S ALL PURPOSE CLEANING UNIT  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

Plate no on front

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE OVERLAY ATT'D.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE OVERLAY ATT'D. MACHINE IS COCOVA GRAY. ALL STRIPS TRI IN RED, ALL BELTS IN RED.  
BACKGROUND SOLID IN MOST ATTRACTIVE COLOR.

PHOTO RETURNED

TO

PHOTO USED FOR

49 2-26 7 1/2  
60 3/18 - 3/19 1 3/4  
Lat 9 1/2

FEB 19 1940



**ADV. ORDER**

CUSTOMER CONTINENTAL CAR-NA-VAR CORP.  
BRAZIL, IND.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

$$3\frac{1}{2} \times 5\frac{1}{2}$$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate		Copyright in Plate	
Yes	No	Yes	No

Title in full    WORLD'S LARGEST MANUFACTURER OF  
HEAVY DUTY FLOOR FINISHES  
BOT-CONTINENTAL CAR-NA-VAR CORPORATION-BOX 344  
BRAZIL, INDIANA

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark	Yes	No
------------	-----	----

Special type as sample

IMPRINT : Customer

C. T. Imprint

No Imprint

## RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

CUT DOWN THE SIZE OF THOSE TWO TREES THAT EXTEND ABOVE THE TOPS OF THE BUILDINGS. CUT OUT ENTIRELY SOME OF THOSE TREES ON THE LEFT. USE YOUR JUDGMENT TO MAKE IT A GOOD JOB. PERSONALLY IT LOOKS LIKE THEY COULD ALL BE TAKEN OUT BUT ONE OR TWO. THE FLAG IS ALSO TO BE ELIMINATED.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen { 120  
133  
150  
175

### COLOR DESCRIPTION

BUILDINGS ARE A LIGHT TANK ABOUT 1/13. THE FRAMES DOORS, WINDOW FRAMES, ETC. ARE YELLOW ABOUT LIKE NUMBER 12, POSSIBLY A LITTLE MORE TO THE YELLOW. THE SIGN ACROSS THE FRONT OF THE BUILDING READS "BRAZIL, IND. CONTINENTAL CAR-NA-VAR CORP. BRAZIL, IND." THIS IS BLACK LETTERING WITH RED OUTLINE ON WHITE GROUND. THE WATER TANK IS THE SAME YELLOW AS THE DOOR FRAMES, ET C. - YELLOW. THE SIGN ON THE TANK IS ALSO BLACK LETTERING WITH RED OUTLINE, READING "FLOOR TREATMENTS COMBINING VARNISH AND WAX."

RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

PHOTO RETURNED

To

PHOTO USED FOR

3M—1-2.3!



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER	<b>DIAL No.</b> OP-H332	<b>ORDER NO.</b> 35241	<b>DATE</b> 2-19-1940	<b>DEPT.</b> RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	<b>DATE COMPLETED</b>	Photos for this Customer	PHOTO RETURNED	
	<b>CUSTOMER</b> HOTEL DRAKE-WILTSHIRE SAN FRANCISCO, CALIFORNIA							
	<b>25 M POST CARDS</b>	<b>SIZE</b> 3½ x 5½	<b>STYLE ART COLOR TONE WHITE BORDER</b>					
	<b>PLACE OF TITLE:</b> Upper, Lower, Center—Border — <u>Follow Layout</u> <b>Title in Plate</b> Yes No <b>Copyright in Plate</b> Yes No <b>Title in full</b> HOTEL DRAKE-WILTSHIRE - STOCKTON STREET AT UNION SQUARE - SAN FRANCISCO			<b>FRONT NO.</b> 5 (All of this on address side) <b>R. M.</b> Yes No <b>R. M. to cover part of Mess. Space, entire Mess. Space, entire Front</b> <b>Trade Mark</b> Yes No <b>Special type as sample</b> <b>IMPRINT:</b> Customer C. T. Imprint No Imprint				
RETURN PHOTO YES NO	<b>RETOUCHING DEPARTMENT</b> <b>Submit</b> — Sketch — Layout — <u>Retouched Photo</u> — Wash Drawing <b>Follow Layout</b>			<b>Negative — Line — Halftone — Combination.</b> <b>Dry — Wet — Pancromatic — Color Separation.</b> <b>Transfer — Paper Process — New Process.</b> <b>Stripping — White Border — Full Face.</b> <b>Blue Print — Handcolor — Black &amp; White Proof. Titles—Red, Blue</b>			TO PHOTO USED FOR	
	SEE INSTRUCTIONS AND MATERIAL ATT'D.							
	10 office							
	<b>COLOR DESCRIPTION</b> SEE INSTRUCTIONS, SKETCH & MATERIAL ATT'D.							

**MAKEOVER**

Charge to Rel. Date:

Est. Makeover Time Required

RETOUCHING	11	Time Recorded in Cost Dept.
PHOTO-LITHO	1/2	Date FEB 29 1940
COMPOSING		
ART DEPT.		

49 ½ hr. Cor.

FEB 20 1940

1. Replate 5 x 7  
Ret 9  
He 1 3/4  
#28 Last 10

Handwritten signature

Handwritten signature



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 0B-H333 ORDER NO. 35243 DATE 2-28-1940

CUSTOMER HOTEL ANTLERS  
ELLENSBURG, WASH.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M 500 POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL ANTLERS - ELLENSBURG, WASH.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

BLDG. #19. PORCH #15. SIGN BACKGROUND BLACK, LETTERS WHITE. GREEN & RED TRIM.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. CP-4034 ORDER NO. 242

DATE 2-26-1940

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER E. M. SCARROTT & SONS  
AUSTIN, TEXAS

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/4

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full AUTHENTIC SUMMER SHOE FASHIONS (ETC.)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C.T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

CUSTOMER INDICATES ON SKETCH WHERE EACH SHOE  
IS TO BE LOCATED.

COLOR DESCRIPTION

"1 IS TO BE BROWN & WHITE, WHICH IS BEING SENT FROM CUSTOMER'S STOCK. "2 IS TO BE ALL WHITE  
WITH TIP AS USED ON CARD "1 WHICH IS ATT'D. "3 TAN LEASE OXFORD BEING FORWARDED TO US.

"4 WHITE VENTILATED AS INDICATED ON ATTACHED CARD. SEE CARDS ATT'D.

*2nd sample of shoe  
in Rock...*

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

*1 Regalata = 5.17*

*Lo*

*Ret 5/11*

*He 7/14*

*Lat 11*

49 3-7

48 3-14-40

FEB 29 1940



NO. OB-H335

ORDER NO. 35249

DATE 2-21-1940

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

(ALL OF THIS ON THE ADDRESS SIDE)

R. M.

R. M. YES incl.

TITLE (IN FULL) OLDEST SCHOOL HOUSE, ST.  
AUGUSTINE, FLA.

IMPRINT SAME AS ABOVE

BOT-"ON THE HORSE AND BUGGY TOUR"  
PRIV.NO. BEFORE TITLE: S.A.67

PHOTO PROPERTY OF

c.t.

### COLOR DESCRIPTION

SEE TISSUE ATTACHED. AS TO COLORS OF BLDG. CARD 3A-H840 IS PERFECT. CUT DOWN AS MARKED. FOR COLORS OF ~~FLAS~~ TO LEFT SEE A.C. P.C. ~~2-10-40~~.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

10



Chap

NO. OB-H336

DUVAL NEWS COMPANY, JACKSONVILLE, FLA.

ORDER NO. 35253

DATE 2-21-1940

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

1

R. M.

NO

TITLE (IN FULL) ATLANTIC OCEAN SHORE LINE,  
JACKSONVILLE BEACH, FLA.

IMPRINT

SAME AS ABOVE

PRIV. NO. BEFORE TITLE: B-4

In sky

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATTACHED.

ADMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS U. S. PAT. NO. 1,797,775

ATTENTION!

Submit on  
order for this customer. Please  
see to it that all negatives  
are uniform and colors are  
in harmony with each other  
to make an attractive set.

50H475

ESTIMATE

FEB 21 1940

Cost Dept. 6

By

FEB 21 1940

			DATE COMPLETED
		FEB 1940	FEB 21 1940
	6	2 2-21	2-23-40
	10	2-26	
	30	1/2	2-27-40
	219	83	3-21-40
			3-25-40

DATE RECEIVED BY

DATE Filed

DATE HAND COL. PHOTO

By

DATE Photo Returned to Customer

MAKE OVER

Charge to Ret Date

EST. Makeover Time Required

		Time Required in Cost Dept.
RETOUCHING		
PHOTO-LITHO	1/2	
COMPOSING		
ART DEPT.	1 1/2	By 3
ENGRAVING		

#30, 3-6-40

65

16



DUVAL NEWS COMPANY, JACKSONVILLE, FLA.

NO. OB-H337

ORDER NO. 35258

DATE 2-21-1940

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SUNSET, JACKSONVILLE BEACH,  
FLA.

PRIV. NO. BEFORE TITLE: B-17

FRONT NO.

R. M.

I NO

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

MAKE FINE SUNSET, WITH GOOD CLOUD EFFECT & REFLECTION IN WATER, NOT  
TOO VIVID.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS U PAT. NO. 1,797,775

ATTENTION!

order for this material. Please  
see to it that all negatives  
titles are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Cost Dept. Checked	
FEB 21 1940		FEB 21 1940	
DESCRIPTION	QTY.	UNIT PRICE	TOTAL
CLIPPING FEB 21 1940		FEB 21 1940	FEB 21 1940
1	3	2-21	2-27 50
84		2-28-40	
30	12		2-29-40
203	10	4-17	4-18

DATE RECEIVED ON D

DATE PAID

DATE HAND COLOR PROOF ON D

DATE RETURNED TO CUSTOMER

1 - 1 apr 12

16



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 0B-H338 ORDER NO. 35265 DATE 2-21-1940

CUSTOMER MURD SHOE CO., INC.,  
UTICA, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL PAGE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full BELLAIRE - THE FOOT SLENDERIZING SHOE  
LIKE TALKING ON AIR (ETC.)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE OVERLAY ATTACHED, ON DRAWING. FOLLOW CARD 9A-H1072 ROUGHLY FOR COLOR SCHEME.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

3M-1-2-39

PHOTO RETURNED

TO

PHOTO USED FOR

49

2-27

53

FEB 22 1940

make red impression



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL No. 0B-H339 ORDER NO. 35266 DATE 2-21-1940

CUSTOMER THE HOLLANDIA GARDENS  
SOUTH VIENNA, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$  (GROUP 5) STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE HOLLANDIA GARDENS - SOUTH VIENNA,  
OHIO

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT.

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

FOR CENTER VIEW USE 1A1740. FOLLOW SKETCH  
FOR LAYOUT & DESIGN. XXXXXXXXXXXXXXXX.  
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

FOR COLORS SEE INSTRUCTIONS ON TISSUE OVERLAY OF PHOTOS. FOR COLOR OF FLOWERS SEE SUPPORT-  
ING COLOR PRINTS LETTERED TO CORRESPOND WITH LETTERING ON PHOTO. FOR COLOR OF SHRUBS  
SEE SUPPORTING PRINTS MARKED X.

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

49 3-1  
210-  $\frac{3}{4}$  Aut 15  
1  
6 1/2  
2 1/2

Handwritten signature or initials.

FEB 23 1940



DUVAL NEWS COMPANY, JACKSONVILLE, ~~FLORIDA~~ FLA.

NO. 05-H340 D16

ORDER NO. 34896

DATE 2/20/40

12 1/2 M POST CARDS		ART COLORTONE		WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)			
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. I R. M. NO			
TITLE (IN FULL) UNION BUS STATION, JACKSONVILLE, FLA.		SAME AS ABOVE			
PRIVATE NO. BEFORE TITLE ---- 3		PHOTO PROPERTY OF C.T.			

COLOR DESCRIPTION

USE PHOTO NO. 8AH1396 - CUT PHOTO CARD SIZE AS MARKED, TO MAKE BLDG. LOOK LARGER  
Cut off from bldg. at left & from sign at top as marked. Color of bldg. off-white  
tint of cream. SAME as card # 5AH2199. Canopy black trim. eaves trim dark green.  
~~base black glass. sign as is, bus light blue. black trim.~~

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

*Estimate*  
FEB 21 1940  
Most Dept. Checked  
By *[Signature]*  
Date FEB 21 1940

DATE	DEPT.	DATE COMPLETED
FEB 21 1940		FEB 21 1940
6 2 2-21		2-23-40
30 1/2		2-27-40
202 9 3-21		3-25

DATE DUE TO CARD  
DATE PAID  
DATE HANDLED  
By *[Signature]*

6

16



SANBORN SOUVENIR CO., ~~DENVER, COLO.~~

NO. OB-H341

ORDER NO. 34899

DATE 2/21/40

12 1/2	M	POST CARDS	ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)			(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.			FRONT NO. 3 R. M. YES	
TITLE (IN FULL)			IMPRINT SAME AS ABOVE	
			TITLE - LIZARD HEAD PEAK (ALT. 13,156 FT. FROM LIZARD HEAD PASS CONNECTING DOLORES AND RICO WITH OPHIR AND TELLURIDE ON HIGHWAY NO. 145, ONE OF THE MANY SCENIC AVENUES INTO THE SAN JUAN BASIN, COLO.	
			Private not Before title ---- 2348	
			PHOTO PROPERTY OF CLT.	

COLOR DESCRIPTION

CUT TOP & BOTTOM EQUALLY FOR PROPORTION USE ONE PICTURE FOR FOREGROUND SETTING PLAINER PEAK IN. PEAK IS GREY TO DARK, SOME GRANITE TINTS. DARK BLUE GREEN PINES PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

DATE FEB 21 1940

DATE	QUANTITY	UNIT PRICE	TOTAL	DATE
FEB 21 1940				FEB 21 1940
	4	3	2 - 21	2 - 23 56
	78		Mar. 26 40	
	226	1/2	2 - 27 - 40	
	28	9	3 / 8 / 40	3 / 12 / 40

DATE SUBMITT ORD. DATE FILED  
By By  
Customer

4

16



NO. 0B-H342

THOMAS R. WEST, MIAMI, FLA.

ORDER NO. 34921

DATE 2/21/40

25	M POST CARDS	ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. I	R. M. YES
TITLE (IN FULL) (IN SKY) GIANT GALAPAGOS TORTOISES AT NORTH MIAMI ZOO, MIAMI, FLA.		IMPRINT SAME AS ABOVE	
PRIVATE NO. BEFORE TITLE --- DL-82		PHOTO PROPERTY OF CUSTOMER	
COLOR DESCRIPTION			

SEE TISSUE OVERLAY FOR INSTRUCTIONS

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE				Cost Type Checked
DATE	DESCRIPTION	QUANTITY	UNIT PRICE	DATE COMPLETED
FEB 1 1940				
		5 1/2	2-23	2-27-40
		80		
		225	1 3/4	1 Nov 40
		201	42	3-14-40
				3-15-40

MAKING

Charge to Ret Dept.

RETOUCHING 1/2

PHOTOGRAPHY 1/2

PRINTING 1/2

RETOUCHING 1/2

#30, 3-14-40 ART DEPT. AC

3/1

8

98/1



DISTRIBUTED BY EAU CLAIRE NEWS COMPANY, EAU  
CLAIRE, WISCONSIN

NO. OB-M343

ORDER NO. 35305

DATE 2-21-1940

25 12 M <del>12</del> POST CARDS		ART COLORTONE		FULL PAGE	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)			
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. I		R. M. <del>48</del> No	
TITLE (IN FULL)		IMPRINT		SAME AS ABOVE	
PRIV. NO. UPPER RIGHT CORNER: IV6-204		TITLE - INDIAN WAR DANCE			
COLOR DESCRIPTION		PHOTO PROPERTY OF CUSTOMER			
<i>Photo by 4B'H972</i>					
SUBMIT: RET. PHOTO		B. L. & W. PROOF		HANDCOL PROOF	
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET					

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

## MAKEOVER

Charge to Retouching Dept.

EST. Makeover Time Required

	TIME	Date Recorded in Cost Dept.
PHOTO CHING		
PHOTO-LITHO	1/2	MAR 6 1940
COLO-PRINTING		Date
ART DEPT.		By <u>M</u>
ENGRAVING		

#30, 3-8-40

ESTIMATE		Cost Dept. Checked	
FEB 20 1940		FEB 22 1940	
DEPT.	DATE COMPLETED	DEPT.	DATE COMPLETED
ART DEPT.	FEB 19 1940	ART DEPT.	MAR 12 1940
PHOTO CHING	6 4	PHOTO CHING	2-23
PHOTO-LITHO	78	PHOTO-LITHO	Mar 1-40
COLO-PRINTING	226 13/4	COLO-PRINTING	March 4-40
ART DEPT.	215 9 3/4	ART DEPT.	3-14

DATE RECEIVED

DATE HAND COLOR PROOF

*Submit Ret Photo to office!*



DISTRIBUTED BY EAU CLAIRE NEWS COMPANY, EAU  
CLAIRE, WISCONSIN

NO. CP-1344

ORDER NO. 35305

DATE 2-21-1940

25 <sup>M</sup> POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. ~~YES~~ No

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

PRIV. NO. UPPER RIGHT CORNER: IV7-204

TITLE - LITTLE INDIAN PRINCESS

WPA 1250

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

Cost Dept. Checked

FEB 22 1940

NO WORK SCHEDULE

By 7 Date FEB 23 1940

			DATE COMPLETED	
			FEB 1940	FEB 23 1940
			FEB 1940	FEB 23 1940
	3	2	2-23	2-23
			3-1-40	
	30	12		3-4-40
	217	9	Mar 12 1940	Mar 14 1940

DATE CLOSING TIME

DATE TIME

DATE TIME

By

*Submit Left Photo  
to office!*

*15  
19*



DATE 2-21-1940

85 12 M 500 POST CARDS -  
(ALL OF THIS ON THE PICTURE SIDE)

ART COLORTONE

FULL FACE

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. T

R. M. ~~100~~ No

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

PRIV.NO.UPPER RIGHT CORNER: IV8-204

TITLE -

## RETURNING FROM THE HUNT

PHOTO PROPERTY OF CUSTOMER

### COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF **XXS**

RETURN PHOTO

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

ESTIMATE		Cost 1 pt. Checked	
FEB 24 1940		FEB 24 1940	
DATE	DATE	DATE	DATE
18	3	2-1	3-4-4
30	12	3-13	
226	9		

Repl. to page  
a doz + both

~~Submit Ret  
Photo to office!~~

Wm. L.



NOOB-H346

DISTRIBUTED BY EAU CLAIRE NEWS COMPANY,  
EAU CLAIRE, WISCONSIN

ORDER NO. 35305

DATE 2-21-1940

12 M500 POST CARDS		ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. I	R. M. <del>YES</del> No
TITLE (IN FULL)		IMPRINT SAME AS ABOVE	
PRIV.NO.UPPER RIGHT CORNER: IV9-204		TITLE - TYPICAL INDIAN PRINCESS	
COLOR DESCRIPTION		PHOTO PROPERTY OF CUSTOMER	

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE		Cost Dept. Checked
1940		
W. W. WORK SCHOOL		Date FEB 22 1940
DATE	EST. LAW	DATE COMPLETED
FEB 23 1940		FEB 23 1940
13 3 1/2		2/27 91
80	3-1	
99	1/2	3-4
203	9	3-15

DATE SUBMITTED

DATE FILED

By

By

DATE COLOR PROOF ORD

DATE Photo Return

By

*Submit Ret Photo to office!*

15



Lephota

ORDER NO. 35305

DATE 2-21-1940

25 KX M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

T

R. M.

~~Yes~~ No

TITLE (IN FULL)

## IMPRINT

SAME AS ABOVE

TITLE - RETURNING HOME

PRIV.NO. UPPER RIGHT CORNER: IVIO-204

PHOTO PROPERTY OF

CUSTOMER

### COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

19<sup>99</sup>  
1905  
24

~~44-211~~  
D10541  
RETURN PHOTO.

DATE		TIME		DATE COMPLETED	
FEB 24 1940		8 3 1/2		FEB 24 1940	
24		3 1		4 27	
99 15		3-4			
201 9		3-13			

V DATE RECEIVED \_\_\_\_\_  
BY \_\_\_\_\_  
DATE RETURNED TO OWNER \_\_\_\_\_  
DATE PAID RETURNED TO OWNER \_\_\_\_\_

~~Submit Let Photo  
to office!~~

St. Rm  
No. 2  
Lo



Col. Sh. 8 h

DATE 2-21-1940

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS DN THE ADDRESS SIDE)

FRONT NO. **I** R. M. **YES**

IMPRINT SAME AS ABOVE

SMALL TYPE: (C) CURT TEICH & CO., INC.

See Skt attached

PHOTO PROPERTY OF C.T.

### COLOR DESCRIPTION

MAKE UP A "GREETINGS FROM" CARD USING INDIAN PHOTOS, LAKE SCENE AND A FISH SCENE LIKE IN THE LETTER "E" OF CARD OB-H43 ATT'D. DURING THE SUMMER OR IN THE TOURIST SEASON THEY HOLD INDIAN DANCES AND ETC. IN THE TOWN AND THAT IS THE REASON OF USING THE INDIAN SCENS.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

[illegible]

~~Substantive Photo~~  
~~to office!~~

26



NO. OB-H349

ORDER NO. 35309

DATE 2-21-1940

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. **I** R. M. **YES**

TITLE (IN FULL) OCEAN-FRONT PARK, DAYTONA  
BEACH, FLA.

IMPRINT SAME AS ABOVE  
PRIV.NO. BEFORE IMPRINT: D-236

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATT'D. CUT OFF FROM FOREGROUND AS MARKED.  
MAKE SOFT SUNRISE EFFECT.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

**YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

order for this summer. Please  
see to it that all these new  
table and chair covers are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Cost	Dept	Checked
FEB 23 1940				FEB 23 1940
FEB 1940				FEB 1940
6 3		2 - 23		2 - 25
80				
30 1 1/2				3-1-40
55 4 1/2		3-8		3-12

DATE RECEIVED

DATA added

By

154

1877 P. 2. R.

Am 18  
19



WALKER NEWS CO., DAYTONA BEACH, FLA.

NO. OB-H350

ORDER NO. 35310

DATE 3-21-1940

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) TROPICAL TRAIL THROUGH  
WATERFRONT PARK, DAYTONA BEACH, FLA.

IMPRINT SAME AS ABOVE

PRIV. NO. BEFORE IMPRINT: D-231

SMALL TYPE <sup>order</sup> ~~PRINTED~~ IMPRINT: PHOTO BY  
R. H. LESSESNE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATT'D. MAKE SOFT COLORING:

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

10  
order for the customer. Please  
see to it that all sets of nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Feb 23 1940

DATE	COMPLETED
FEB 23 1940	FEB 23 1940
2	
210	2-29
57	3-11-40
	3-12-40

DATE DELIVERED TO ORDER

By

DATE IN

DATE HAND COLOR PROOF

By

DATE Photo Returned to Customer

By

174 18 19



WALKER NEWS CO., DAYTONA BEACH, FLA.

NO. DB-H351

ORDER NO. 35310

DATE 2-21-1940

25 MPOST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) YACHT BASIN AND BOAT WORKS,  
DAYTONA BEACH, FLA.

IMPRINT SAME AS ABOVE  
PRIV.NO.BEFORE ~~XXXX~~ IMPRINT: D-234

SMALL TYPE: PHOTO BY R. H.  
1055SNE (NEXT TO IMPRINT)  
*under*

(VERTICAL VIEW)

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TIN METAL ROOFS & SHEDS, LARGER BLDG. IN FOREGROUND IS VARIG. GRAY & TAN, SANDSTONE WITH GLATE ROOF. GREEN LAWNS WITHIN GROUNDS AND AT LEFT SIDE AMONG PALMS ARE SMALL BUSHES OF RED HIBISCUS. LIGHT CREAM SAND EITHER SIDE OF DRIVEWAY TO LEFT, GREEN LAWN, WHITE POSTS. BRING OUT PALM TREES. ADD WATER ON TOP FOR PROPORTION. LETTERING ON ROOF YELLOW ON BLACK. BOATS MOSTLY WHITE HULLS WITH MAHOGANY TRIMS. CUT OFF AS MARKED WITH INK LINES.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,737,775

ATTENTION!

10  
see to it that all sets of negatives are uniform and colors are in harmony with each other to make an attractive set.

Photo page -  
on top

FEB 24 1940

Cost Dept. Checked

FEB 24 1940

			DATE COMPLETED
		FEB 6 1940	FEB 16 1940
	10 4%		2/27/40
PHOTO LITHO	24 80	2-27	
HAND COLOR PROOF	226 12	2-28-40	
ARTIST LITHO	60 10	3-11-40	3-13-40

DATE RECEIVED ORD

DATE FILED

By

By

DATE HAND COLOR PROOF

By

Am 18  
20



DATE PAID \_\_\_\_\_  
By \_\_\_\_\_  
DATE PHOTO TAKEN \_\_\_\_\_



WALKER NEWS CO., DAYTONA BEACH, FLA.

NO. 08-H353

ORDER NO. 35311

DATE ~~8511~~ 2-21-1940

12 M500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) CASINO, CHAMBER OF  
COMMERCE AND RECREATION HEADQUARTERS,  
DAYTONA BEACH, FLA.

IMPRINT SAME AS ABOVE  
PRIV.NO.BEFORE IMPRINT: D-232

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for the...  
see to it that...  
tives are...  
in harmony with each other  
to make an attractive set.

*Make Print*

**ESTIMATE**

By *E* Date *Feb 20 1940*

DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL PRICE	DATE COMPLETED
C. S. ...				
...	5			
...	21	29		
...	30	1/2		3-1-40
...	211	9 1/2	3-8-40	

DATE ...  
DATE ...  
DATE Photo Returned to Customer

*Get Card 94 H/337*

*22 18 29*



WALKER NEWS CO., DAYTONA BEACH, FLA.

NO. OB-H354

ORDER NO. 35311

DATE 2-21-1940

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

YES No

TITLE (IN FULL) HALIFAX RIVER YACHT CLUB,  
DAYTONA BEACH, FLA.

IMPRINT

SAME AS ABOVE

PRIV.NO. BEFORE IMPRINT: D-233

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

order for 10 prints  
see to it that the  
duplicates are uniform and colors are  
in harmony with each other  
to make an attractive set.

1 Print

ESTIMATE		By	
FEB 26 1940		FEB 26 1940	
16 3/4			
84			
210	1/2	3-1	3-1
31	9		3/11/40

DATE BLUEPRINT ORD.	DATE
By	By
DATE HAND COLOR PROOF ORD.	DATE
By	By

51  
22



WALKER NEWS CO., DAYTONA BEACH, FLA.

NO. OB-H355

ORDER NO. 35311

DATE 2-21-1940

12 M500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) AERIAL VIEW OF PENINSULA,  
DAYTONA BEACH, FLA.

IMPRINT SAME AS ABOVE

PRIV. NO. BEFORE IMPRINT: D-235

SMALL TYPE: NEXT TO IMPRINT: PHOTO BY  
R.H. LESNESNE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATT'D. CUT AS MARKED TO RIGHT & BOTTOM. SOFT COLORING

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION

10  
THESE 10 POST CARDS, WHEN  
THEY ARE CUT AS MARKED, WILL  
BE IN HARMONY WITH EACH OTHER  
TO MAKE AN ATTRACTIVE SET.

ESTIMATE		Cost Dept. Checked	
FEB 21 1940		FEB 21 1940	
DATE	COMPLETED	DATE	COMPLETED
FEB 21 1940	FEB 21 1940	FEB 21 1940	FEB 21 1940
6	3	2-28-40	2-28-40
80			
226	13/4	2-28-40	
29	10 3/4	3-7-40	3-11-40

DATE HAND COLOR PROOF (2)

by

DATE

By

19  
2.11.18



Qm 18  
19



WALKER NEWS CO., DAYTONA BEACH, FLA.

NO. 0E-H357

ORDER NO. 35312

DATE 2-21-1940

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES *p*

TITLE (IN FULL) AMERICAN LEGION MEMORIAL  
FOUNTAIN, DAYTONA BEACH, FLA.

IMPRINT SAME AS ABOVE

PRIV.NO. BEFORE IMPRINT: D-228

*unders.*  
SMALL TYPE; ~~BEFORE~~ IMPRINT:  
PHOTO BY R.H. LESNESNE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

MONUMENT OFF WHITE THROUGHOUT. NOTE REFLECTION. LILIES ARE PINK, WHITE, BLUE,  
& PURPLE WITH MED. GREEN LEAVES. 2 BUSHES ON FRONT GREEN WITH SMALL LIGHT  
YELLOW XXXXX BLOSSOMS, NOT TOO MANY. CEDAR TREES, DARKER GREEN. SOFT GREEN  
LAWN. CUT TO LEFT AS MARKED. GIVE A LITTLE SUNRISE EFFECT IN BACK OF MONUMENT  
SIMILAR TO 2A-H884 ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,737,775

ESTIMATE

Cost Dept. Checked

By FEB 23 1940

DATE	DESCRIPTION	DATE	COMPLETED
FEB 23 1940	CLERK UP	FEB 23 1940	FEB 23 1940
3	4	2-23	2-26
78	78	2-27-40	
225	12	29 Feb	
217	9	Mar 7, 1940	Mar 8, 1940

DATE ESTIMATED

DATE WHEN CHECKED

Am. 18  
19



DATE 2-21-1940

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL)

OCEAN-FRONT PROMENADE, DAYTONA  
BEACH, FLA.

IMPRINT SAME AS ABOVE

PRIV. NO. BEFORE IMPRINT: D-229

SMALL TYPE, ~~BEFORE~~ IMPRINT:

PHOTO BY R. H. LESSESNE

PHOTO PROPERTY OF CUSTOMER

### COLOR DESCRIPTION

SEE TISSUE ATT'D. ALSO 9A-H1524 ATT'D.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

**YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

ESTIMATE		Post Dept. Checked	
FEB 23 1940		FEB 22 1940	
DATE		DATE	
6	2 2 3	2-27-40	2-29-40
84	2-27-40	2-29-40	2-29-40
216	131 2-29-40	2-29-40	2-29-40
214	10		

DATE ELUENT OF D\_\_\_\_\_

But

DATE HAND COLOR & OFF OR D

五

DATE FILED

By

DATE Photo Returned to Customs

ATTENTION

order for the set to be attractive to it. The attractive forces are limited, and the set is in harmony with each other to make an attractive set.

18  
10



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. OB-H359 ORDER NO. 34971 DATE 3-14-1940

CUSTOMER THOMAS LA MAIDA  
CLEVELAND, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3½ x 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full FRE'ON-THE MODERN GARMENT THAT  
ANSWERS EVERY PURPOSE (ETC.)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

FOLLOW SKETCH. SUBMIT PHOTO TO OFFICE.

*No Ret to west April 1, 1940*  
COLOR DESCRIPTION

FOLLOW SKETCH FOR DESIGN & COLORING.

*Rush*

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO  
YES  
NO

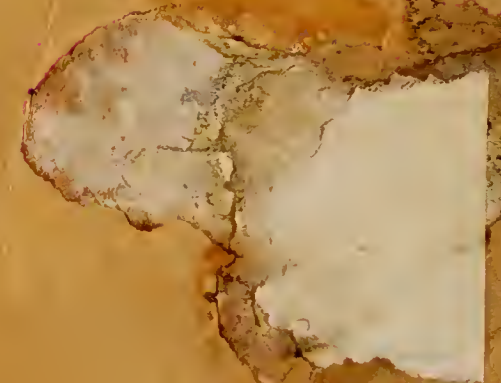
3N-1-2-39

MAR 18 1940

*1 Replicate 5 x 7*

*49 Ret 3-25 He 7-1 4-1 #55*

*April*





CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. OB-H360

ORDER NO. 35323

DATE 2-23-1940

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER RIVAL SHOE CO., INC.,  
NEW YORK CITY, N.Y.

Photos for  
this Customer

50M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full BOND SAVES YOU \$2.00 PER PAIR ON  
SHOES (ETC.)

FRONT NO. 5

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH & INST. ATT'D.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH AND INSTRUCTIONS ATTACHED.

Red flat over

TR M.

RUSH

Sketch

See me

Bill

PHOTO RETURNED

TO

PHOTO USED FOR

FEB 23 1940

1 Photo 5 x 7

Lo 7

Rev 7

Ac 1 3/4

Lat 8 3/4

66 3-12

3-13

My

make extra Neg  
for Double print

4 - op 11

3 - 6

2 - 14



NO. ~~EX~~ 0EH361

DISTRIBUTED BY EAU CLAIRE NEWS COMPANY, EAU CLAIRE, ~~WIS~~ ORDER NO. 34987  
WISCONSIN

DATE 2/26/40

12 1/2 M ~~WHITE~~ POST CARDS C. T. ART COLORTONE WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

~~NO~~ YES

TITLE (IN FULL) GREETINGS FROM RHINELANDER,  
WISCONSIN *See Sht on reverse*

IMPRINT

SAME AS ABOVE

*See the Capital of the Heart of the State*

PRIVATE NO. UPPER RIGHT CORNER - V12-304

PUT IN LOWER LEFT BORDER - (c) Curt Teich  
& Co., Inc.

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

YOU NOW HAVE THE PHOTOGRAPH OF THE CHIPPEWA RIVER, EAU CLAIRE WISC. THIS SCENE  
IS THE SAME AS THEIR RIVER SCENE. AND CAN BE USED TO A GOOD ADVANTAGE. YOU WILL  
BE SHORT ONE PHOTO SO USE ANY RIVER SCENE THAT YOU HAVE HANDY

PHOTOS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF ~~YES~~

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS 11 PAT. NO. 1,797,775

ESTIMATE  
By *[Signature]* Date *10-10-40*  
To *[Signature]* Date *10-10-40*  
No. *15* 8  
*10* 6  
*48* 14 3-19-40 3-21-40  
DATE *8/17/43*

36



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER	<b>DIAL No.</b> OP-H362	<b>ORDER NO</b> 35374	<b>DATE</b> 2-23-1940	<b>DEPT.</b> RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	<b>DATE COMPLETED</b>	<div>Photos for this Customer</div>	PHOTO RETURNED
	<b>CUSTOMER</b> OLYMPIC HOTEL 105 ANCELES, CALIFORNIA						
	<b>25 M POST CARDS</b>	<b>SIZE</b> 3 1/2 x 5 1/2	<b>STYLE ART COLOR TONE FULL FACE</b>				
	<b>PLACE OF TITLE:</b> Upper, Lower, Center—Border — <u>Follow Layout</u> <b>Title in Plate</b> Yes No <b>Copyright in Plate</b> Yes No <b>Title in full</b> OLYMPIC HOTEL - 105 SO. WESTLAKE AVENUE LOS ANGELES, CALIFORNIA			<b>FRONT NO.</b> 5 (All of this on address side) R. M. <u>Yes</u> No R.M. to cover part of Mess. Space, entire Mess. Space, entire Front <b>Trade Mark</b> Yes No <b>Special type as sample</b> <b>IMPRINT:</b> Customer C. T. Imprint No Imprint <b>PLATE NO.</b> ON FRONT			
RETURN PHOTO	<b>RETOUCHING DEPARTMENT</b> <u>Submit</u> — Sketch — <u>Layout</u> — <u>Retouched Photo</u> — Wash Drawing <u>Follow Layout</u> SEE LAYOUT & TISSUE OVERLAY ATT'D.			<b>NEGATIVE — Line — Halftone — Combination.</b> 120 <b>Dry — Wet — Pancromatic — Color Separation.</b> 133 <b>Transfer — Paper Process — New Process.</b> 150 <b>Stripping — White Border — Full Face.</b> 175 <b>Blue Print — Handcolor — Black &amp; White Proof. Titles—Red, Blue</b>			TO
	<b>COLOR DESCRIPTION</b> SEE TISSUE OVERLAY ATT'D.			PHOTO USED FOR			

*Large file drawer*

*Very Rush*

*29*

*49 3-4 3000 2 934*  
*Super Security Co.*  
*out*  
*9/2*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. OB-H363 ORDER NO. 5373

DATE 2-23-1940

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER  
WOODBURY COLLEGE  
LOS ANGELES, CALIFORNIA

100 M POST CARDS SIZE 3 1/2 x 2 1/4

STYLE ART COLORTONE FULL PAGE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. SPEC. (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH ATT'D. REDUCE COLOR PLATES OF  
7A-H444. MAKE NEW BLACK NEGATIVE.

Lighten green grass alongside of bldg

COLOR DESCRIPTION

REDUCE COLOR PLATES OF 7A-H444

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

So 1/2  
Per 2  
L.A. 4 3/4

Handwritten signature

Handwritten signature

Handwritten signature



PARRISH & SIMONSON, SAUGATUCK, MICH.

NO. OB-H364

ORDER NO. 35505

DATE 2/26/40

12161 EM POST CARDS ART COLOXTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) LARGEST DANCE PAVILION IN  
MICHIGAN, 12000 SQUARE FEET FLOOR SPACE  
EXCLUSIVE OF MOVIE THEATRE WHICH SEATS 750

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

CUT OUT TELEPHONE POLE. COLOR TREES AS ATTACHED CARD. THERE IS COLORED ELECTRIC LIGHTS ALONG EDGE OF ROOF AND ENTRANCES. COLOR OF PAVILION DARK MAROON WITH WHITE TRIM.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

4 - ... on  
... for the customer. Please  
... in the ... of the  
... are white and colors are  
... harmony with each other  
to make an attractive set.

FEB 27 1940

FEB 27 1940

DATE COMPLETED

FEB 27 1940

FEB 27 1940

7 3 1/2

2 - 27 50

80

3-1

226

1/2

March, 4/40

219

4

3-15-40

3-19-40

DATE ELECTRIC CARD

DATE

4.20.40

DATE HAND COLOR PHOTO

DATE

24.

By

DATE

DATE

ST  
22



PARRISH & SIMONSON, SAUGATUCK, MICH.

NO. OB-H365

ORDER NO. 35505

DATE 2/26/40

6 1/2 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BIG PAVILION AND YACHTS,  
SAUGATUCK, MICH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

COLOR BIG PAVILION DARK MAROON WHITE TRIM. WATER & SKY USE YOUR  
BEST JUDGEMENT

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects in  
order for the picture. Please  
select your subjects in order  
tives are uniform and so on at  
in harmony with each other  
to make an attractive set.

FEB 27 1940

Post Dept. Checked

FEB 27 1940

DATE  
COMPLETED

FEB 27 1940

FEB 27 1940

2

2 1/2

2

27

2

28

5

50

2-29

226

1 1/2

March 1. 40.

209

9

DATE BLUEPRINT OK'D.

By

DATE HAND COLOR PROOF OK'D.

DATE

DATE Photo returned to customer

27



*Rephoto*

PARRISH & SIMONSON, SAUGATUCK, MICH.

NO. OB-H366

ORDER NO. 35505

DATE 2/26/40

ATTENTION!

Subjects of order for the customer. Please see to it that all sets or negatives are uniform and colors are in harmony with each other to make an attractive set.

6 1/2	M POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.)		FRONT NO.	I R. M. NO
TITLE (IN FULL) TENNIS COURTS, SAUGATUCK, MICH.		IMPRINT	SAME AS ABOVE
		PHOTO PROPERTY OF C.T.	

COLOR DESCRIPTION

FLOWER BEDS IN PINK YELLOW AND SOME RED A LITTLE BLUE.  
TREES, SKY, GRASS ABOUT SAME AS CARD ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*LL*

*6/28*  
FEB 28 1940

FEB 28 1940

FEB 28 1940

FEB 28 1940

4 3-28

work all over (Screen)

74 3-4

225 1 1/2 9-15 5 March 3-18

DATE BLUEPRINT ORD \_\_\_\_\_ DATE FILED \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HARD COLOR PROOF ORD \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

3

1

*VE*



DATE 2/26/40

6½ M POST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

TITLE (IN FULL) SUMMER SCHOOL OF THE ART  
INSTITUTE OF CHICAGO AT SAUGATUCK, MICH.

FRONT NO. I R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

COLOR TREES, GRASS AND SHRUBERY ABOUT SAME AS CARD ATTACHED.  
COLOR CLOTHES OF ARTIST NATURAL

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

## ATTENTION!

to make an accusation etc.

FEB 27 1940

~~FEB 13 1940~~

DATA  
COMPLETED

FEB 27 1946

FEB 21 1943

83

44

2-17-25

30

102

3-18

3-1-40

3-18

DATE RECEIVED OF

DATE MADE (Color Photo)

五

22



COPYRIGHT BY HAYNES, INC., YELLOWSTONE PARK, WYOMING

NO. OB-H368

ORDER NO. 35516

DATE 2/27/40

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. 10 R. M. YES

TITLE (IN FULL) BIGHORN MOUNTAIN SHEEP,  
YELLOWSTONE NATIONAL PARK

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE (c)35487

IN LOWER RIGHT BORDER -  
COPYRIGHT BY HAYNES INC., YELLOWSTONE  
PARK, WYOMING

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BIG HORN MOUNTAIN SHEEP ARE GRAY-BROWN IN COLOR, RATHER MORE GRAY  
THAN BROWN.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

8. Please see to it that all color negatives are uniform and colors are in harmony with each other to make an attractive set.

Reynolds

ESTIMATE		Est. Dept. Checked	
FEB 28 1940		FEB 28 1940	
DATE	DATE	DATE	DATE
DATE	DATE	DATE	DATE
FEB 28 1940	FEB 28 1940	FEB 28 1940	FEB 28 1940
1	1	3-1-40	3-1-40
30	1/2	3-5-40	3-5-40
210	9	3-12-40	3-12-40

DATE ORDERED BY DATE PAID BY DATE SHIPPED BY DATE RECEIVED BY

RN 13 24



NO. 0B-H369

ORDER NO. 35516

DATE 2/27/40

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No.

10

R. M. YES

TITLE (IN FULL) **CANYON HOTEL LOUNGE, YELLOWSTONE** IMPRINT

SAME AS ABOVE

~~PICTURE~~ NATIONAL PARK

PRIVATE NO. BEFORE TITLE (c)37776

IN LOWER RIGHT BORDER - COPYRIGHT BY  
HAYNES INC., YELLOWSTONE PARK, WYOMING

PHOTO PROPERTY OF

CUSTOMER

### COLOR DESCRIPTION

~~GREEN~~ The rugs are gray brown, upholstery on the large divans and chairs (showing dark in the picture) are dark green (forest green). Floors and woodwork are natural light colored birch (pale tan). The hanging lights are stained glass, tan green, red. Frames of the ~~hanging~~ hanging lights are natural copper. Same as the lights fastened on pillars. The foliage of the plants shown consists wholly of DARK GREEN evergreens.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

DATE		By	Dist. Dept. Checked
FEB 28 1940			FEB 28 1940
DATE			COMPLETED
FEB 28 1940			FEB 28 1940
8	3		3/1/40
80		2-4	
30	3/1		3-5-40
36	11	3-13	2-15

# ATTENTION

8. Subjects on  
order for this system. Please  
see to it that all good or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Straight—



COPYRIGHT BY HAYNES INC., YELLOWSTONE PARK, WYOMING

NO. OB-H370

ORDER NO. 35516

DATE 2/27/40

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER CENTER BORDER

TITLE (IN FULL) TOWER FALLS AND TOWERS,  
YELLOWSTONE NATIONAL PARK

PRIVATE NO. BEFORE TITLE - (c)38279

PUT IN LOWER BORDER RIGHT EDGE

COPYRIGHT BY HAYNES INC., YELLOWSTONE  
PARK, WYOMING  
COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 10 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

FOR COLORS SEE ATTACHED KODACHROMES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN KODACHROMES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

order for this card, I have  
seen to it that all the  
pictures are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE			
FEB 28 1940		FEB 28 1940	
DATE		DATE	
FEB 28 1940		FEB 28 1940	
10		1/2	
78		2-29	
49		1/2	
54		3-14-40	
		3-15-40	

DATE ORDERED

By

DATE ORDERED

By

DATE FILED

By

DATE PHOTO RETURNED

By

17  
Am 23  
24



COPYRIGHT BY HAYNES INC., YELLOWSTONE PARK, WYOMING

NO. 0<sup>B</sup>-H371

ORDER NO. 35516

DATE 2/27/40

25 M POST CARDS ART COLO TONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) EAGLE NEST ROCK, YELLOWSTONE  
NATIONAL PARK

PRIVATE NO. BEFORE TITLE --- (c)38308

PUT IN LOWER RIGHT BORDER ---  
COPYRIGHT BY HAYNES INC., YELLOWSTONE  
PARK, WYOMING

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 10 R. M. YES  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

FOR COLORS SEE ATTACHED KODACHROME  
USE ORIGINAL SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN KODACHROMES  
RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

8  
order for this customer. Please  
note to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

DATE: FEB 28 1940

DEPT. CHECKED: [initials]

DATE	COMPLETED
FEB 28 1940	FEB 28 1940
10 1/2	2/29 9
18	
49 1/2	3-4
202 9	3-12-40 3-14-40

DATE: [blank]

DATE: [blank]

By: [initials]

17  
24  
RM 23



COPYRIGHT BY HAYNES INC., YELLOWSTONE PARK, WYOMING

NO. 0B-H372

ORDER NO. 35516

DATE 2/27/40

25	M	POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)		
PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.		FRONT NO. 10	R. M. YES	
TITLE (IN FULL) OLD FAITHFUL INN, YELLOWSTONE NATIONAL PARK		IMPRINT	SAME AS ABOVE	
PRIVATE NO. BEFORE TITLE 0-- (0)38432G				
PRIVATE NO. PUT IN LOWER RIGHT BORDER				
COPYRIGHT BY HAYNES INC., YELLOWSTONE PARK, WYOMING				
COLOR DESCRIPTION		PHOTO PROPERTY OF CUSTOMER		

FOR COLORS SEE KODACHROMES

USE ORIGINAL SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN KODACHROMES  
RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Cost Dept. Checked	
FEB 28 1940		By	
DATE RECEIVED		Date FEB 28 1940	
TIME	DATE	DATE	DATE
15	1/2	FEB 28 1940	FEB 28 1940
80	2-1-40		
225	1/2		
28	9/3	3/15/40	3/19/40

DATE BLUEPRINT ORD.

By

DATE HAND COLOR PROOF ORD.

By

DATE PROOF

By

DATE PHOTO RETURNED

Am 23 24



COPYRIGHT BY HAYNES INC., YELLOWSTONE PARK, WYOMING

NO. 0B-H373

ORDER NO. 35516

DATE 2/27/40

25 M

POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO.

10

R. M.

YES

TITLE (IN FULL) MAMMOTH SPRINGS HOTEL,  
YELLOWSTONE NATIONAL PARK

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- (c)39036

PUT IN LOWER RIGHT BORDER --- COPYRIGHT  
BY HAYNES INC., YELLOWSTONE PARK, WYOMING

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

FOR COLORS SEE KODACHROMES ATTACHED.

USE ORIGINAL SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN KODACHROMES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
note that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

DATE	BY	DEPT.	CHECKED
FEB - 8 - 1940			
DATE COMPLETED			
15	1		
86	3-1		
225	131		
53	931		

DATE BLUETINT ORD.

By

DATE HAND COLOR PROOF ORD.

By

AM 23  
24



DATE 2/27/40

25 M

POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

UPPER FALLS, GRAND CANYON,  
YELLOWSTONE NATIONAL PARK

PRIVATE NO. BEFORE TITLE --- (c)39128

PUT IN LOWER RIGHT BORDER --- COPYRIGHT  
BY HAYNES INC., YELLOWSTONE PARK, WYOMING

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

10

R. M.

YES

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

### COLOR DESCRIPTION

FOR COLORS SEE KODACHROMES ATTACHED.  
USE ORIGINAL SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

YES

RETURN KODACHROMES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

1st Dept. Clerk

FEB 2 1961

DATE \_\_\_\_\_  
APPLICANT \_\_\_\_\_

FEB 29 1940

FEB 25 1944 B

3 2 2 2 4

84 3-4-40

30 1/2

9 $\frac{1}{2}$  3-14-40

3-5-40

3-19-40

4.20 70

11

F. & T. credit returned to Customer

23  
26



COPYRIGHT BY HAYNES INC., YELLOWSTONE PARK, WYOMING

NO. 0B-H375

ORDER NO. 35516

DATE 2/27/40

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. 10 R. M. YES

TITLE (IN FULL) DAISY GEYSER, YELLOWSTONE NATIONAL PARK

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE -- (c)40000  
PUT IN LOWER RIGHT BORDER -- COPYRIGHT  
BY HAYNES INC., YELLOWSTONE PARK, WYOMING

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

FOR COLORS SEE KODACHROME ATTACHED.  
USE ORIGINAL SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN KODACHROME  
RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION

8  
see to it that all cuts or dege-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Cost Dept. Checked	
By		Date	
FEB 28 1940		FEB 28 1940	
DATE COMPLETED		DATE COMPLETED	
FEB 28 1940		FEB 28 1940	
15	1/2	2/29 G	
84		3-1-40	
225	1/2	4 March	
60	92	3-13-40	3-15-40

DATE BLUEPRINT OR'D

DATE Filed

By

By

DATE HAND COLOR PROOF OR'D

DATE Photo Returned to Customer

By

PM 23  
94



Rephoto

THOMAS R. WEST, MIAMI, FLA.

NO. 0B-H376

ORDER NO. 35518

DATE 2/27/40

25	M	POST CARDS	ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)		
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO.	I	R. M. NO YES
TITLE (IN FULL) (IN SKY) FLAMINGOS AT RARE BIRD FARM, MIAMI, FLA.		IMPRINT	SAME AS ABOVE	
XXXX		PRIVATE NO. BEFORE IMPRINT - DI-80		
PHOTO PROPERTY OF		CUSTOMER		

COLOR DESCRIPTION

IGNORE INK LINES ON PHOTO. SEE CARD 0BH128 FOR FLAMINGOS. PUT IN 3 FLAMINGOS AS MARKED & TAKE OUT ALL OTHER FLAMINGOS OR BIRDS SHOWN IN THIS PHOTO. TAKE OUT PALM TREE TO RIGHT AND PUT TITLE INTO HEDGE IN BACKGROUND. PALM TO LEFT MEDIUM GREEN. MARKING OF INKLINES ARE NOT CORRECT. PUT THE 3 FLAMINGOS AS IS TO IMMEDIATE FOREGROUND IN CENTER. SEE MR. TEICH, JR. FOR COLORS OF FLAMINGOS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Photo in 5-1-21

Photo in 264 135-8

ESTIMATE		DATE COMPLETED	
FEB 23 1940		FEB 23 1940	
DATE RECEIVED	DATE COMPLETED	DATE RECEIVED	DATE COMPLETED
		FEB 23 1940	FEB 23 1940
1	4	2-29	3-4
2	5	2-5	
HAND COLOR PROOF	225 15	6 Hardy	
ARTIST DAY	2/10 92	3-28	

DATE BLUEPRINT ORD.

DATE HAND COLOR PROOF ORD.

DATE FILED

DATE PHOTO RETURNED TO CUSTOMER



DATE PROZO Relative to CUSCOW



ROBBINS-TILLQUIST CO., SPOKANE, WASH.

NO. OB-E378

ORDER NO. 35519

DATE 2/27/40

12<sup>1</sup>/<sub>2</sub> M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) RIVERSIDE PARK CEMETERY,  
SPOKANE, WASH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. # 3 R. M. NO

IMPRINT SAME AS ABOVE

~~PUT PLATE NO. ON FRONT~~

PRIVATE NO. BEFORE TITLE --- 63

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

You will find the specifications on the back of the ~~print~~ picture. where we have marked ascentuate Mausoleum, please bring these pillars out just as plain as possible marble color. also the granite marker at the right of the picture, make just as plain as possible, and the markers in the grass also. Make the ground color just a little more on the gravel color if possible and the bark of the trees a little darker brown than on 8AH2581 ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE			
FEB 20 1940			
DATE	TIME	DATE	TIME
		FEB 25 1940	FEB 25 1940
1	2 1/2		
84		3-4-40	
225	1 1/2		
226	9		

DATE RECEIVED ORD

By

DATE HAND COLOR PROOF ORD

DATE FIRM

By

DATE Photo Returned to Customer

26







CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL NO. 0B-H380 ORDER NO. 35481 DATE 2-29-1940

CUSTOMER WILSON PRINTING CO.  
MONTGOMERY, ALABAMA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12M 500 POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full AIR CONDITIONED GUEST ROOMS AND DINING  
SPACE (ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue

FOLLOW SKETCH ATT'D.

use photo 6AH378

COLOR DESCRIPTION

FOLLOW SKETCH ATT'D FOR COLOR TREATMENT & DESIGN.

2 CH 697

RWBH  
SH

make DK Blue impression

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

49 3-7  
#28

1 Photo 5x7  
LO 7 1/2  
Ret 1 1/2  
He 1 3/4  
Sent 10

PH

PHOTO

X



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL No. OB-H381 ORDER NO. 479

DATE 2-29-1940

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER ESSEX HOUSE  
MIAMI BEACH, FLA.

25 M BUSINESS CARDS SIZE  $3\frac{1}{2} \times 2\frac{1}{4}$

STYLE PHOTO COLORIT FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ESSEX HOUSE - MIAMI BEACH, FLORIDA

BOT-ONE HUNDRED FEET TO THE BEACH

*In plate*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

MAKE NEW BLACK NEGATIVE. REDUCE COLOR  
PLATES OF 9A-H301.

*Use photo 9AH301*

FRONT NO. NONE (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL NO. 0B-H382 ORDER NO. 35473 DATE 3-6-1940

CUSTOMER HICKS RUBBER CO.  
WACO, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 MPOST CARDS

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE STAR QUALITY PARADE (ETC. AS PER  
COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH & LAYOUT WITH  
INSTRUCTIONS ATT'D.

COLOR DESCRIPTION

SEE SKETCH & LAYOUT WITH INSTRUCTIONS ATT'D.

*Rush*

PHOTO RETURNED

TO

PHOTO USED FOR

49 3-15-40 1/2

*Pay 500*

*M.O. 3 lines 7/25*

MAR 7 1940

**MAILED**

Charge to CUSTOMER

EST. 11-10-11

RETOUCHING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Estimated in Cost Dept.

7/17

*1 up 12*  
*1 up 11*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. OB-H383 ORDER NO. 35456 DATE 2-29-1940

CUSTOMER UNIVERSAL POTTERIES, INC.  
CAMBRIDGE, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full YOUR SILENT SALESMAN - UNIVERSAL

REFRIGERATOR WARE (ETC. AS PER COPY)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

SEE SKETCH ATT'D.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

FOLLOW SKETCH FOR DESIGN AND COLOR TREATMENT. USE LAYOUT FOR COPY.

VERY RUSH

make red impression  
OK Blue

PHOTO RETURNED

TO

PHOTO USED FOR

1 Photo 5x7  
1 Photo 6x6  
1 Photo 1/2  
1 Photo 9

49 2-1  
#28

Handwritten signature

FEB 29 1940



NO. OB-H384

ROSE'S 5-10-25<sup>¢</sup> STORE, NORFOLK, VA.

ORDER NO. 35472

DATE 2-29-1940

6 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

YES

TITLE (IN FULL) YACHT "EMROSE", OWNED BY  
P.H. ROSE, HENDERSON, N.C.

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

THE SIDES OF THE BOAT ARE WHITE WHILE THE UPPER PART IS MAHOGANY.  
THE LINE AND ARROW, YOU NOTICE ON THE SIDE OF THE HULL, SHOULD BE IN  
GOLD. THE NAME PLATE APPEARING RIGHT IN FRONT OF THE PILOTHOUSE SHOULD  
HAVE THE NAME "EMROSE" THEREIN. THE RAILING AROUND THE DECK IS MAHOGANY  
WITH WHITE CANVAS REACHING FROM BOTTOM OF THE RAIL TO THE DECK. IT IS  
WHITE CANVAS ALSO ENCLOSING THE REAR DECK. IT IS A U.S. FLAG HUNG AT STERN.

*Smoke stack tan with gold stripes, blk rim, masts mahogany, flag at top is blue*

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

MAR 1 1940

DATE RECEIVED	DATE COMPLETED
MAR 1 1940	MAR 1 1940
16 3	3/4 gr
79	
225 1/2	6 Hard
203 8 3/4 3-14	3-15

DATE RECEIVED

By

DATE HAND COMPLETED

By

Photo returned to Customer

By

15  
27  
27



NO. OB-H385

DISTRIBUTED BY "FULMER'S", SANTA CRUZ, CALIF.

ORDER NO. 35466

DATE 2-28-1940

12M 500 POST CARDS		ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. I	R. M. YES
TITLE (IN FULL) THE COMPASS GROUP, BIG BASIN, CALIFORNIA		IMPRINT SAME AS ABOVE	
COLOR DESCRIPTION		PHOTO PROPERTY OF CUSTOMER	

CROP AS INDICATED ON OVERLAY. SEE TISSUE OVERLAY ATT'D.

*Make repro photo*

*108941*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*To Chamber of Commerce Santa Cruz, Calif*

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

MAR 4 1940		MAR 4 1940	
DATE	DATE	DATE	DATE
3	2 1/2	3-4	3-6 5/8
84		3-6-4	
225	12		3/2/40
226	9		3/21-40

DATE PAID BY *291*  
DATE PHOTO RETURNED TO CUSTOMER

*120 27 29*



NO. OB-H386

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF. ORDER NO. 35465

DATE 2-29-1940

25 M POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 8 2	R. M. YES
TITLE (IN FULL) ANGELUS TEMPLE, LOS ANGELES, CALIFORNIA BOT-CHURCH OF THE FOUR SQUARE GOSPEL PRIV.NO. BEFORE TITLE: 98	IMPRINT SAME AS ABOVE	
(INSERT) AIMEE SEMPLE McPHERSON, PASTOR	PHOTO PROPERTY OF C.T.	
COLOR DESCRIPTION		

SEE PHOTOS, CARDS, OVERLAYS & INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC. CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,375

1940

Mar 1 1940

DATE	COMPLETED
MAR 1 1940	MAR 1 1940
2 6	3-1
24/80	3-7
30 13/4	3-8-40
207 10 1/2	

DATE RECEIVED 3 2

5 1

6 - 2 1/2

27



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. OB-H387

ORDER NO. 36022

DATE 3-12-1940

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER ORTHOPEDIC SHOE CO.  
PORTSMOUTH, OHIO

6 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full WHITE PHYSICAL CULTURE, ANOTHER WORD  
FOR BEAUTY SHOES

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH ATT'D. THE COLOR ARRANGEMENT FOR THE BACKGROUND IS THE SAME AS "COLOURPICTURE" CARD ATT'D. KEEP TO THE SAME SHADES, BUT PRODUCE A CARD ON WHICH THE BACKGROUND WORK WILL MAKE THE SAMPLE LOOK SICK. THE UPPER LEFT SHOE IS WHITE AND HAS A TAN HEEL. THE FRONT OF THE HEEL IS A LIGHT TAN. THE BOTTOM CENTER SHOE IS A TAN AND WHITE SHOE, THE TRIMMING IS TAN, ALSO, THE HEEL. SEE THE SAMPLE FOR THE TAN. YOU WILL GET A BETTER SHADE THAN ~~THESE~~ THEIRS. THE OTHER SHOES ARE WHITE WITH A TAN LEATHER LIFT, KEEP THE SOLES A NARROW TAN SOLE AS SHOWN ON THE SAMPLE CARDS. SEE CARDS OBH178, & OBH179 FOR COLOR OF SHOES. PUT A LITTLE RED BELT WITH A SMALL BOW AROUND THE FIGURE OF THE GIRL IN THE UPPER LEFT. ALSO PUT SOME RED ON HER HAT AND A LITTLE COLOR IN HER STOCKINGS. THE BALANCE OF THE CARD, SAME AS THE SAMPLE CARD. YOU MIGHT DO A LITTLE BETTER JOB OF LETTERING IF YOU THINK IT WILL MAKE A BETTER LOOKING CARD.

Drawing ret  
3/27/40

VERB R. W. 29

make DK Blue impression

no family

#42



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 0B-H388 ORDER NO. 36021 DATE 3-22-1940

CUSTOMER MARKEN & BIELFELD, INC.  
FREDERICK, MD.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE 3½ x 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full SUNSET COTTAGE CAMP - LURAY, VIRGINIA

FRONT NO. ~~1~~ ~~2~~ ~~3~~ ~~4~~ ~~5~~ ~~6~~ ~~7~~ ~~8~~ ~~9~~ ~~10~~ ~~11~~ ~~12~~ ~~13~~ ~~14~~ ~~15~~ ~~16~~ ~~17~~ ~~18~~ ~~19~~ ~~20~~ ~~21~~ ~~22~~ ~~23~~ ~~24~~ ~~25~~ ~~26~~ ~~27~~ ~~28~~ ~~29~~ ~~30~~ ~~31~~ ~~32~~ ~~33~~ ~~34~~ ~~35~~ ~~36~~ ~~37~~ ~~38~~ ~~39~~ ~~40~~ ~~41~~ ~~42~~ ~~43~~ ~~44~~ ~~45~~ ~~46~~ ~~47~~ ~~48~~ ~~49~~ ~~50~~ ~~51~~ ~~52~~ ~~53~~ ~~54~~ ~~55~~ ~~56~~ ~~57~~ ~~58~~ ~~59~~ ~~60~~ ~~61~~ ~~62~~ ~~63~~ ~~64~~ ~~65~~ ~~66~~ ~~67~~ ~~68~~ ~~69~~ ~~70~~ ~~71~~ ~~72~~ ~~73~~ ~~74~~ ~~75~~ ~~76~~ ~~77~~ ~~78~~ ~~79~~ ~~80~~ ~~81~~ ~~82~~ ~~83~~ ~~84~~ ~~85~~ ~~86~~ ~~87~~ ~~88~~ ~~89~~ ~~90~~ ~~91~~ ~~92~~ ~~93~~ ~~94~~ ~~95~~ ~~96~~ ~~97~~ ~~98~~ ~~99~~ ~~100~~ ~~101~~ ~~102~~ ~~103~~ ~~104~~ ~~105~~ ~~106~~ ~~107~~ ~~108~~ ~~109~~ ~~110~~ ~~111~~ ~~112~~ ~~113~~ ~~114~~ ~~115~~ ~~116~~ ~~117~~ ~~118~~ ~~119~~ ~~120~~ ~~121~~ ~~122~~ ~~123~~ ~~124~~ ~~125~~ ~~126~~ ~~127~~ ~~128~~ ~~129~~ ~~130~~ ~~131~~ ~~132~~ ~~133~~ ~~134~~ ~~135~~ ~~136~~ ~~137~~ ~~138~~ ~~139~~ ~~140~~ ~~141~~ ~~142~~ ~~143~~ ~~144~~ ~~145~~ ~~146~~ ~~147~~ ~~148~~ ~~149~~ ~~150~~ ~~151~~ ~~152~~ ~~153~~ ~~154~~ ~~155~~ ~~156~~ ~~157~~ ~~158~~ ~~159~~ ~~160~~ ~~161~~ ~~162~~ ~~163~~ ~~164~~ ~~165~~ ~~166~~ ~~167~~ ~~168~~ ~~169~~ ~~170~~ ~~171~~ ~~172~~ ~~173~~ ~~174~~ ~~175~~ ~~176~~ ~~177~~ ~~178~~ ~~179~~ ~~180~~ ~~181~~ ~~182~~ ~~183~~ ~~184~~ ~~185~~ ~~186~~ ~~187~~ ~~188~~ ~~189~~ ~~190~~ ~~191~~ ~~192~~ ~~193~~ ~~194~~ ~~195~~ ~~196~~ ~~197~~ ~~198~~ ~~199~~ ~~200~~ ~~201~~ ~~202~~ ~~203~~ ~~204~~ ~~205~~ ~~206~~ ~~207~~ ~~208~~ ~~209~~ ~~210~~ ~~211~~ ~~212~~ ~~213~~ ~~214~~ ~~215~~ ~~216~~ ~~217~~ ~~218~~ ~~219~~ ~~220~~ ~~221~~ ~~222~~ ~~223~~ ~~224~~ ~~225~~ ~~226~~ ~~227~~ ~~228~~ ~~229~~ ~~230~~ ~~231~~ ~~232~~ ~~233~~ ~~234~~ ~~235~~ ~~236~~ ~~237~~ ~~238~~ ~~239~~ ~~240~~ ~~241~~ ~~242~~ ~~243~~ ~~244~~ ~~245~~ ~~246~~ ~~247~~ ~~248~~ ~~249~~ ~~250~~ ~~251~~ ~~252~~ ~~253~~ ~~254~~ ~~255~~ ~~256~~ ~~257~~ ~~258~~ ~~259~~ ~~260~~ ~~261~~ ~~262~~ ~~263~~ ~~264~~ ~~265~~ ~~266~~ ~~267~~ ~~268~~ ~~269~~ ~~270~~ ~~271~~ ~~272~~ ~~273~~ ~~274~~ ~~275~~ ~~276~~ ~~277~~ ~~278~~ ~~279~~ ~~280~~ ~~281~~ ~~282~~ ~~283~~ ~~284~~ ~~285~~ ~~286~~ ~~287~~ ~~288~~ ~~289~~ ~~290~~ ~~291~~ ~~292~~ ~~293~~ ~~294~~ ~~295~~ ~~296~~ ~~297~~ ~~298~~ ~~299~~ ~~300~~ ~~301~~ ~~302~~ ~~303~~ ~~304~~ ~~305~~ ~~306~~ ~~307~~ ~~308~~ ~~309~~ ~~310~~ ~~311~~ ~~312~~ ~~313~~ ~~314~~ ~~315~~ ~~316~~ ~~317~~ ~~318~~ ~~319~~ ~~320~~ ~~321~~ ~~322~~ ~~323~~ ~~324~~ ~~325~~ ~~326~~ ~~327~~ ~~328~~ ~~329~~ ~~330~~ ~~331~~ ~~332~~ ~~333~~ ~~334~~ ~~335~~ ~~336~~ ~~337~~ ~~338~~ ~~339~~ ~~340~~ ~~341~~ ~~342~~ ~~343~~ ~~344~~ ~~345~~ ~~346~~ ~~347~~ ~~348~~ ~~349~~ ~~350~~ ~~351~~ ~~352~~ ~~353~~ ~~354~~ ~~355~~ ~~356~~ ~~357~~ ~~358~~ ~~359~~ ~~360~~ ~~361~~ ~~362~~ ~~363~~ ~~364~~ ~~365~~ ~~366~~ ~~367~~ ~~368~~ ~~369~~ ~~370~~ ~~371~~ ~~372~~ ~~373~~ ~~374~~ ~~375~~ ~~376~~ ~~377~~ ~~378~~ ~~379~~ ~~380~~ ~~381~~ ~~382~~ ~~383~~ ~~384~~ ~~385~~ ~~386~~ ~~387~~ ~~388~~ ~~389~~ ~~390~~ ~~391~~ ~~392~~ ~~393~~ ~~394~~ ~~395~~ ~~396~~ ~~397~~ ~~398~~ ~~399~~ ~~400~~ ~~401~~ ~~402~~ ~~403~~ ~~404~~ ~~405~~ ~~406~~ ~~407~~ ~~408~~ ~~409~~ ~~410~~ ~~411~~ ~~412~~ ~~413~~ ~~414~~ ~~415~~ ~~416~~ ~~417~~ ~~418~~ ~~419~~ ~~420~~ ~~421~~ ~~422~~ ~~423~~ ~~424~~ ~~425~~ ~~426~~ ~~427~~ ~~428~~ ~~429~~ ~~430~~ ~~431~~ ~~432~~ ~~433~~ ~~434~~ ~~435~~ ~~436~~ ~~437~~ ~~438~~ ~~439~~ ~~440~~ ~~441~~ ~~442~~ ~~443~~ ~~444~~ ~~445~~ ~~446~~ ~~447~~ ~~448~~ ~~449~~ ~~450~~ ~~451~~ ~~452~~ ~~453~~ ~~454~~ ~~455~~ ~~456~~ ~~457~~ ~~458~~ ~~459~~ ~~460~~ ~~461~~ ~~462~~ ~~463~~ ~~464~~ ~~465~~ ~~466~~ ~~467~~ ~~468~~ ~~469~~ ~~470~~ ~~471~~ ~~472~~ ~~473~~ ~~474~~ ~~475~~ ~~476~~ ~~477~~ ~~478~~ ~~479~~ ~~480~~ ~~481~~ ~~482~~ ~~483~~ ~~484~~ ~~485~~ ~~486~~ ~~487~~ ~~488~~ ~~489~~ ~~490~~ ~~491~~ ~~492~~ ~~493~~ ~~494~~ ~~495~~ ~~496~~ ~~497~~ ~~498~~ ~~499~~ ~~500~~ ~~501~~ ~~502~~ ~~503~~ ~~504~~ ~~505~~ ~~506~~ ~~507~~ ~~508~~ ~~509~~ ~~510~~ ~~511~~ ~~512~~ ~~513~~ ~~514~~ ~~515~~ ~~516~~ ~~517~~ ~~518~~ ~~519~~ ~~520~~ ~~521~~ ~~522~~ ~~523~~ ~~524~~ ~~525~~ ~~526~~ ~~527~~ ~~528~~ ~~529~~ ~~530~~ ~~531~~ ~~532~~ ~~533~~ ~~534~~ ~~535~~ ~~536~~ ~~537~~ ~~538~~ ~~539~~ ~~540~~ ~~541~~ ~~542~~ ~~543~~ ~~544~~ ~~545~~ ~~546~~ ~~547~~ ~~548~~ ~~549~~ ~~550~~ ~~551~~ ~~552~~ ~~553~~ ~~554~~ ~~555~~ ~~556~~ ~~557~~ ~~558~~ ~~559~~ ~~560~~ ~~561~~ ~~562~~ ~~563~~ ~~564~~ ~~565~~ ~~566~~ ~~567~~ ~~568~~ ~~569~~ ~~570~~ ~~571~~ ~~572~~ ~~573~~ ~~574~~ ~~575~~ ~~576~~ ~~577~~ ~~578~~ ~~579~~ ~~580~~ ~~581~~ ~~582~~ ~~583~~ ~~584~~ ~~585~~ ~~586~~ ~~587~~ ~~588~~ ~~589~~ ~~590~~ ~~591~~ ~~592~~ ~~593~~ ~~594~~ ~~595~~ ~~596~~ ~~597~~ ~~598~~ ~~599~~ ~~600~~ ~~601~~ ~~602~~ ~~603~~ ~~604~~ ~~605~~ ~~606~~ ~~607~~ ~~608~~ ~~609~~ ~~610~~ ~~611~~ ~~612~~ ~~613~~ ~~614~~ ~~615~~ ~~616~~ ~~617~~ ~~618~~ ~~619~~ ~~620~~ ~~621~~ ~~622~~ ~~623~~ ~~624~~ ~~625~~ ~~626~~ ~~627~~ ~~628~~ ~~629~~ ~~630~~ ~~631~~ ~~632~~ ~~633~~ ~~634~~ ~~635~~ ~~636~~ ~~637~~ ~~638~~ ~~639~~ ~~640~~ ~~641~~ ~~642~~ ~~643~~ ~~644~~ ~~645~~ ~~646~~ ~~647~~ ~~648~~ ~~649~~ ~~650~~ ~~651~~ ~~652~~ ~~653~~ ~~654~~ ~~655~~ ~~656~~ ~~657~~ ~~658~~ ~~659~~ ~~660~~ ~~661~~ ~~662~~ ~~663~~ ~~664~~ ~~665~~ ~~666~~ ~~667~~ ~~668~~ ~~669~~ ~~670~~ ~~671~~ ~~672~~ ~~673~~ ~~674~~ ~~675~~ ~~676~~ ~~677~~ ~~678~~ ~~679~~ ~~680~~ ~~681~~ ~~682~~ ~~683~~ ~~684~~ ~~685~~ ~~686~~ ~~687~~ ~~688~~ ~~689~~ ~~690~~ ~~691~~ ~~692~~ ~~693~~ ~~694~~ ~~695~~ ~~696~~ ~~697~~ ~~698~~ ~~699~~ ~~700~~ ~~701~~ ~~702~~ ~~703~~ ~~704~~ ~~705~~ ~~706~~ ~~707~~ ~~708~~ ~~709~~ ~~710~~ ~~711~~ ~~712~~ ~~713~~ ~~714~~ ~~715~~ ~~716~~ ~~717~~ ~~718~~ ~~719~~ ~~720~~ ~~721~~ ~~722~~ ~~723~~ ~~724~~ ~~725~~ ~~726~~ ~~727~~ ~~728~~ ~~729~~ ~~730~~ ~~731~~ ~~732~~ ~~733~~ ~~734~~ ~~735~~ ~~736~~ ~~737~~ ~~738~~ ~~739~~ ~~740~~ ~~741~~ ~~742~~ ~~743~~ ~~744~~ ~~745~~ ~~746~~ ~~747~~ ~~748~~ ~~749~~ ~~750~~ ~~751~~ ~~752~~ ~~753~~ ~~754~~ ~~755~~ ~~756~~ ~~757~~ ~~758~~ ~~759~~ ~~760~~ ~~761~~ ~~762~~ ~~763~~ ~~764~~ ~~765~~ ~~766~~ ~~767~~ ~~768~~ ~~769~~ ~~770~~ ~~771~~ ~~772~~ ~~773~~ ~~774~~ ~~775~~ ~~776~~ ~~777~~ ~~778~~ ~~779~~ ~~780~~ ~~781~~ ~~782~~ ~~783~~ ~~784~~ ~~785~~ ~~786~~ ~~787~~ ~~788~~ ~~789~~ ~~790~~ ~~791~~ ~~792~~ ~~793~~ ~~794~~ ~~795~~ ~~796~~ ~~797~~ ~~798~~ ~~799~~ ~~800~~ ~~801~~ ~~802~~ ~~803~~ ~~804~~ ~~805~~ ~~806~~ ~~807~~ ~~808~~ ~~809~~ ~~810~~ ~~811~~ ~~812~~ ~~813~~ ~~814~~ ~~815~~ ~~816~~ ~~817~~ ~~818~~ ~~819~~ ~~820~~ ~~821~~ ~~822~~ ~~823~~ ~~824~~ ~~825~~ ~~826~~ ~~827~~ ~~828~~ ~~829~~ ~~830~~ ~~831~~ ~~832~~ ~~833~~ ~~834~~ ~~835~~ ~~836~~ ~~837~~ ~~838~~ ~~839~~ ~~840~~ ~~841~~ ~~842~~ ~~843~~ ~~844~~ ~~845~~ ~~846~~ ~~847~~ ~~848~~ ~~849~~ ~~850~~ ~~851~~ ~~852~~ ~~853~~ ~~854~~ ~~855~~ ~~856~~ ~~857~~ ~~858~~ ~~859~~ ~~860~~ ~~861~~ ~~862~~ ~~863~~ ~~864~~ ~~865~~ ~~866~~ ~~867~~ ~~868~~ ~~869~~ ~~870~~ ~~871~~ ~~872~~ ~~873~~ ~~874~~ ~~875~~ ~~876~~ ~~877~~ ~~878~~ ~~879~~ ~~880~~ ~~881~~ ~~882~~ ~~883~~ ~~884~~ ~~885~~ ~~886~~ ~~887~~ ~~888~~ ~~889~~ ~~890~~ ~~891~~ ~~892~~ ~~893~~ ~~894~~ ~~895~~ ~~896~~ ~~897~~ ~~898~~ ~~899~~ ~~900~~ ~~901~~ ~~902~~ ~~903~~ ~~904~~ ~~905~~ ~~906~~ ~~907~~ ~~908~~ ~~909~~ ~~910~~ ~~911~~ ~~912~~ ~~913~~ ~~914~~ ~~915~~ ~~916~~ ~~917~~ ~~918~~ ~~919~~ ~~920~~ ~~921~~ ~~922~~ ~~923~~ ~~924~~ ~~925~~ ~~926~~ ~~927~~ ~~928~~ ~~929~~ ~~930~~ ~~931~~ ~~932~~ ~~933~~ ~~934~~ ~~935~~ ~~936~~ ~~937~~ ~~938~~ ~~939~~ ~~940~~ ~~941~~ ~~942~~ ~~943~~ ~~944~~ ~~945~~ ~~946~~ ~~947~~ ~~948~~ ~~949~~ ~~950~~ ~~951~~ ~~952~~ ~~953~~ ~~954~~ ~~955~~ ~~956~~ ~~957~~ ~~958~~ ~~959~~ ~~960~~ ~~961~~ ~~962~~ ~~963~~ ~~964~~ ~~965~~ ~~966~~ ~~967~~ ~~968~~ ~~969~~ ~~970~~ ~~971~~ ~~972~~ ~~973~~ ~~974~~ ~~975~~ ~~976~~ ~~977~~ ~~978~~ ~~979~~ ~~980~~ ~~981~~ ~~982~~ ~~983~~ ~~984~~ ~~985~~ ~~986~~ ~~987~~ ~~988~~ ~~989~~ ~~990~~ ~~991~~ ~~992~~ ~~993~~ ~~994~~ ~~995~~ ~~996~~ ~~997~~ ~~998~~ ~~999~~ ~~1000~~ ~~1001~~ ~~1002~~ ~~1003~~ ~~1004~~ ~~1005~~ ~~1006~~ ~~1007~~ ~~1008~~ ~~1009~~ ~~1010~~ ~~1011~~ ~~1012~~ ~~1013~~ ~~1014~~ ~~1015~~ ~~1016~~ ~~1017~~ ~~1018~~ ~~1019~~ ~~1020~~ ~~1021~~ ~~1022~~ ~~1023~~ ~~1024~~ ~~1025~~ ~~1026~~ ~~1027~~ ~~1028~~ ~~1029~~ ~~1030~~ ~~1031~~ ~~1032~~ ~~1033~~ ~~1034~~ ~~1035~~ ~~1036~~ ~~1037~~ ~~1038~~ ~~1039~~ ~~1040~~ ~~1041~~ ~~1042~~ ~~1043~~ ~~1044~~ ~~1045~~ ~~1046~~ ~~1047~~ ~~1048~~ ~~1049~~ ~~1050~~ ~~1051~~ ~~1052~~ ~~1053~~ ~~1054~~ ~~1055~~ ~~1056~~ ~~1057~~ ~~1058~~ ~~1059~~ ~~1060~~ ~~1061~~ ~~1062~~ ~~1063~~ ~~1064~~ ~~1065~~ ~~1066~~ ~~1067~~ ~~1068~~ ~~1069~~ ~~1070~~ ~~1071~~ ~~1072~~ ~~1073~~ ~~1074~~ ~~1075~~ ~~1076~~ ~~1077~~ ~~1078~~ ~~1079~~ ~~1080~~ ~~1081~~ ~~1082~~ ~~1083~~ ~~1084~~ ~~1085~~ ~~1086~~ ~~1087~~ ~~1088~~ ~~1089~~ ~~1090~~ ~~1091~~ ~~1092~~ ~~1093~~ ~~1094~~ ~~1095~~ ~~1096~~ ~~1097~~ ~~1098~~ ~~1099~~ ~~1100~~ ~~1101~~ ~~1102~~ ~~1103~~ ~~1104~~ ~~1105~~ ~~1106~~ ~~1107~~ ~~1108~~ ~~1109~~ ~~1110~~ ~~1111~~ ~~1112~~ ~~1113~~ ~~1114~~ ~~1115~~ ~~1116~~ ~~1117~~ ~~1118~~ ~~1119~~ ~~1120~~ ~~1121~~ ~~1122~~ ~~1123~~ ~~1124~~ ~~1125~~ ~~1126~~ ~~1127~~ ~~1128~~ ~~1129~~ ~~1130~~ ~~1131~~ ~~1132~~ ~~1133~~ ~~1134~~ ~~1135~~ ~~1136~~ ~~1137~~ ~~1138~~ ~~1139~~ ~~1140~~ ~~1141~~ ~~1142~~ ~~1143~~ ~~1144~~ ~~1145~~ ~~1146~~ ~~1147~~ ~~1148~~ ~~1149~~ ~~1150~~ ~~1151~~ ~~1152~~ ~~1153~~ ~~1154~~ ~~1155~~ ~~1156~~ ~~1157~~ ~~1158~~ ~~1159~~ ~~1160~~ ~~1161~~ ~~1162~~ ~~1163~~ ~~1164~~ ~~1165~~ ~~1166~~ ~~1167~~ ~~1168~~ ~~1169~~ ~~1170~~ ~~1171~~ ~~1172~~ ~~1173~~ ~~1174~~ ~~1175~~ ~~1176~~ ~~1177~~ ~~1178~~ ~~1179~~ ~~1180~~ ~~1181~~ ~~1182~~ ~~1183~~ ~~1184~~ ~~1185~~ ~~1186~~ ~~1187~~ ~~1188~~ ~~1189~~ ~~1190~~ ~~1191~~ ~~1192~~ ~~1193~~ ~~1194~~ ~~1195~~ ~~1196~~ ~~1197~~ ~~1198~~ ~~1199~~ ~~1200~~ ~~1201~~ ~~1202~~ ~~1203~~ ~~1204~~ ~~1205~~ ~~1206~~ ~~1207~~ ~~1208~~ ~~1209~~ ~~1210~~ ~~1211~~ ~~1212~~ ~~1213~~ ~~1214~~ ~~1215~~ ~~1216~~ ~~1217~~ ~~1218~~ ~~1219~~ ~~1220~~ ~~1221~~ ~~1222~~ ~~1223~~ ~~1224~~ ~~1225~~ ~~1226~~ ~~1227~~ ~~1228~~ ~~1229~~ ~~1230~~ ~~1231~~ ~~1232~~ ~~1233~~ ~~1234~~ ~~1235~~ ~~1236~~ ~~1237~~ ~~1238~~ ~~1239~~ ~~1240~~ ~~1241~~ ~~1242~~ ~~1243~~ ~~1244~~ ~~1245~~ ~~1246~~ ~~1247~~ ~~1248~~ ~~1249~~ ~~1250~~ ~~1251~~ ~~1252~~ ~~1253~~ ~~1254~~ ~~1255~~ ~~1256~~ ~~1257~~ ~~1258~~ ~~1259~~ ~~1260~~ ~~1261~~ ~~1262~~ ~~1263~~ ~~1264~~ ~~1265~~ ~~1266~~ ~~1267~~ ~~1268~~ ~~1269~~ ~~1270~~ ~~1271~~ ~~1272~~ ~~1273~~ ~~1274~~ ~~1275~~ ~~1276~~ ~~1277~~ ~~1278~~ ~~1279~~ ~~1280~~ ~~1281~~ ~~1282~~ ~~1283~~ ~~1284~~ ~~1285~~ ~~1286~~ ~~1287~~ ~~1288~~ ~~1289~~ ~~1290~~ ~~1291~~ ~~1292~~ ~~1293~~ ~~1~~



8

MARKIN & AXI BIELFELD, INC., FREDERICK, MD.

NO. OB-H389  
ORDER NO. 35498

DATE 3-1-1940

12M 500 POST CARDS ART COLORONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) HOTEL ROYAL, FRONT ROYAL, VA.  
(THE NORTHERN ENTRANCE TO SKYLINE DRIVE)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 13 R. M. YES

IMPRINT SAME AS ABOVE

PLATE NO. ON FRONT AT BOTTOM.

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

WHITE BRICK, RED BRICK BASE. DARK SLATE ROOF. TOP FLOOR & PORCH & SUN  
PARLOR, CREAM COLOR. CREAM CORNICE, WHITE SASH. SIGN BLACK, RED LETTERS WITH  
WHITE EDGE. REMOVE POLES & WIRES. GREEN LAWN & SHRUBBERY. REMOVE LEAVES  
FROM LAWN. REMOVE SIGN REFLECTION FROM WINDOW AT RIGHT. REMOVE CAR IN  
FRONT OF HOTEL. SMOOTH UP DIRT AROUND CURBING AND TAKE OUT THE SHED IN THE  
FAR RIGHT. IF NECESSARY, THIS CAN BE CUT AT THIS POINT AND THE HEIGHTS REDUCED  
WHICH WE BELIEVE, WILL ELIMINATE SOME OF THE RETOUCHING AT THIS PORTION,  
OTHERWISE NECESSARY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Straight

New HCP

DATE 4 1940

	DATE COMPLETED
MAR 4 1940	MAR 4 1940
6 44 3-4	3-6 5
80 3-6	3-25 80
49 1/2	3-8
200 9 4-5	4-8

DATE PAID

DATE PAID

DATE PAID

MARKOVER

Charge to 17.8 Dept.

EST. Makeover Time Required

RECORDING	1	Time Recorded in Cost Dept.
POSTING		Date
COMPOSING	HC 1/2	By
ART. EXP.	HC 1/2	
ENGRAVING		

by

17.8



NO. 0B-H390

DISTRIBUTED BY J. R. WILLIS, BOX 665, ALBUQUERQUE, N.M. ORDER NO. 35496

DATE 3-1-1940

*Rephoto  
small photo*

12 M 500 POST CARDS	ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. I	R. M. YES
TITLE (IN FULL)	IMPRINT SAME AS ABOVE	TITLE: CONTINENTAL DIVIDE - RM incl.
		RIV. NO. BEFORE TITLE: IO
COLOR DESCRIPTION		PHOTO PROPERTY OF CUSTOMER

SEE INSTRUCTIONS ATT'D. INSERT SMALL MARKER WHERE MARKED ON PHOTO,  
BUT REDUCE TO SIZE OF DUMMY ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*Photo in  
2CH264*

*Make 2 black prints*

DATE RECEIVED	DATE COMPLETED
MAR 4 1940	MAR 12 1940
3	3
79	
226	March 9/40
35	3-15
	3-18



74

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF. ORDER NO. 35633

DATE 3/1/40

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) VINE STREET, LOOKING NORTH  
FROM SUNSET BOULEVARD, HOLLYWOOD;  
CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 835

~~Copy in 26 214~~

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE COMPLETE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF **YES**      RETURN PHOTO

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

三

228



See that the colors of the  
negative and positives are  
in harmony with each other  
to make an attractive set.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **2** R. M. **YES**

DIMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

SEE FULL INSTRUCTIONS ATTACHED.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

Cost D. *Ag* Checked

MAR 4 1940

DATE  
COMPLETED.

MAR 1940

MAR 4 1945

2834

15 37

77/80

100

3/4

[illegible]

48 10 3. 25. 40

-26-40

La. 6000

DATE PAID \$ 7.00

L. S. L. 1906 . . . . Customer

五

ST  
Rh 28  
29



NO. 0E-E393

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.

ORDER NO. 35633

DATE 3/1/40

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

HOLLYWOOD BOULEVARD  
NIGHT, HOLLYWOOD, CALIFORNIA

FRONT NO.

2

R. M.

YES

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 847

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE COMPLETE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

3  
When the  
order for the material is placed,  
be sure that all sets of material  
are in harmony with each other  
to make an attractive set.

*Straight  
page - a - left  
side*

*108*

ESTIMATE

1940

MAR 4 1940

DATE

MAR 4 1940

MAR 4 1940

10 8 1 3/5 Gr.

80 3-5

225 125 8 Hard

215 105 3-25 3-25

DATE

DATE

DATE



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 0B-H394 ORDER NO. 36039 DATE 3-1-1940

CUSTOMER AMERICAN GREETING PUBLISHERS  
CLEVELAND, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLEART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE HALL BROS.CO., EUCLID, ANNEX AND  
HURON-PROSPECT BUILDINGS, CLEVELAND, OHIO

(All of this on address side)  
FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
AMERICAN GREETING PUBLISHERS, CLEVELAND, OHIO  
*as left*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE TISSUE OVERLAY ATT'D.

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATT'D. THE TWO HALL BLDGS. ON EITHER SIDE OF THE STREET ARE  
TO BE IN A DEAD WHITE COLOR: BUILDING IN LEFT BACKGROUND IN GRAY. SKY AND AUTOS IN  
COLORS YOU USUALLY USE ON POST CARD SCENES.

*Returned customers original  
11 x 14 photo on 6/5/44*

MAR 4 1940



NOB-H395

WACKS' 5,10 & 25¢ STORES, SANFORD, N.C.

ORDER No. 36029

DATE 3-4-1940

6 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. ~~UPPER~~ No

TITLE (IN FULL) YOUNG DUNES, S.E. CHAPIN  
RESIDENCE, MYRTLE BEACH, S.C. "AMERICA'S  
FINEST STRAND"

IMPRINT NONE SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

FRONT HOUSE COLOR #13 SHADE DARKER. OFFSET PART OF HOUSE AT REAR, COLOR #40.  
GRAVEL DRIVEWAY & TURN. SHURBBERY #67. GRASS, #60. MAKE ~~THE~~ POST  
CARD. VENETIAN BLINDS, CREAM, ONE SHADE LIGHTER THAN #13. BLACK STRIP AROUND  
WINDOWS & DOORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

NO

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

AND WORK SCHEDULE

Cost Dept. checked

MAR 6 1940

MAR 8 1940

DATE COMPLETED

MAR 8 1940

MAR 8 1940

3

as marked for cut down

25

3-22-4

1/2

210

9

3-25

3-26

DATE BLANKET

DATE FILED

DATE MARKS

DATE Photo Returned to Customer

By

1 Print

8

36



MAKES 5, 10 & 25¢ STORES, SANFORD, N.C.

NO. OB-H396

ORDER NO. 36029

DATE 3-4-1940

6 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) YOUFON DUNES, S.B. CHAPIN  
RESIDENCE, MYRTLE BEACH, S.C. "AMERICA'S  
FINEST STRAND"

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. ~~CHAPIN~~ No

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

HOUSE COLOR #13, SHADE DARKER. VENETIAN BLINDS LIGHT CREAM THAN COLOR #13.  
BLACK STRIP AROUND WINDOWS & DOORS. SANDY GRAVEL YARD SHOWING BETWEEN SHRUBBERY  
CONCRETE BIRD BATH & STEPPING STONES. SHRUBBERY COLOR #67. GRASS COLOR #60.  
CUT THE SHRUBBERY BACK TO SAME HEIGHT AS THAT IS POST CARD ATT'D. SO THAT ALL  
THE HOUSE SHOWS TO GROUND. METAL RAIL AROUND TOP DECK, BLACK. CANVAS LIFE PRE-  
SERVERS. BLACK STRIP AROUND WINDOWS & DOORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

1 Print +  
Straighten

ESTIMATE		Cost Dept. Charge
MAR 6 1940		MAR 9 1940
DATE	DEPT	DATE COMPLETED
	MAR 6 1940	MAR 6 1940
8 3		3/12 Gr
84		
30 12		3-14-40
53 9		3-25/40

DATE RECEIVED BY \_\_\_\_\_ DATE FILED \_\_\_\_\_  
DATE RETURNED TO CUSTOMER \_\_\_\_\_  
By \_\_\_\_\_

36



MAC'S 5, 10 & 25¢ STORES, SANFORD, N.C.

NO. 08-H397

ORDER NO. 36029

DATE 3-1-1940

6 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. UPPER

No

TITLE (IN FULL) DRIFTWOOD BY THE SEA, MYRTLE BEACH, S.C. "AMERICA'S FINEST STRAND"

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

JOIN TO PHOTOGRAPH ATT'D. BLDG. AT RIGHT, WHITE WITH #38 GREEN TRIM. 2nd FLOOR RAILING AND WOOD IN DOORS: #15, 25, 12. 1ST FLOOR RAILING AND RAIRPIPES, #25. SIGNS GREEN & CREAM TRIM. LEAVE SIGN IN YARD, TAKE OUT POLES, WIRES, CAR. PRETTY SKY AND CLOUD EFFECT. PHOTO NO. 2. GREEN #38 SHINGLE, WOOD BLDG. WHITE TRIM, AWNINGS: 38 WITH WHITE STRIPE. ROOF COLOR #17. RED BRICK CHIMNEY, LAWN GRASS #54. PUT FLOWERS ON BUSHES. ASPHALT ROAD. SMOOTH DRIVEWAY, CLEAN UP WHERE NECESSARY. TAKE OUT WIRES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS 11 PAT. NO. 1,797,775

Rephoto  
page on bottom

ESTIMATE				DATE COMPLETED
MAR 7 1940				MAR 7 1940
MAR 7 1940				MAR 7 1940
2	6	3-7		3-12-40
44		3-12-40		
49	1 1/2			3-14
54	9	3-21-40		3-25-40

DATE FILED

DATE FILED

By

DATE PHOTO RETURNED TO CUSTOMER

DATE PHOTO RETURNED TO CUSTOMER

2

36



DUVAL NEWS COMPANY, JACKSONVILLE, FLA.

NO. 08-H398

ORDER NO.

DATE 3/4/40

12 1/2 M POST CARDS ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) (IN SKY) TERMINAL STATION,  
JACKSONVILLE, FLA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 69

PHOTO PROPERTY OF CUTTOMER

COLOR DESCRIPTION

CUT OFF AS INDICATED SEE TISSUE OVERLAY

TAKE OUT POLES AND WIRTS & CAR MARKED X

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

2 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

6740

MAR 6 1940

DATE COMPLETED

MAR 6 1940

6

84

49

207

9

3-11

By



DUVAL NEWS COMPANY, JACKSONVILLE, FLA.

NO. 0B-H399

ORDER NO.

DATE 3/4/40

12 1/2 M POST CARDS ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) ( IN SKY) CITY HALL,  
JACKSONVILLE, FLA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 70

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

CUT FROM BOTTOM AS INDICATED. SEE TISSUE.

City Hall.: first floor dark gray with cream tint brick. second floor light gray with cream tint brick. White window casings. dark window trim on top floor. base light sandstone. Awnings green & cream striped. ALL SOLID ROUND BUSHES ON LAWN ARE EVERGREENS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for this material. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

MAR 4 1940

MAR 4 1940

MAR 4 1940

DATE COMPLETED

1 5

3-4

2-26

80

3-7

226

3-11-40

210

3-

3-26

DATE

Photo Returned to Customer

5-  
29



AMERICAN ART POST CARD CO., BOSTON, MASS.

NO. 0E-H400

ORDER NO.

DATE 3/4/40

6 1/2 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER CENTER BORDER.

TITLE (IN FULL) SEA WALL AND BATHING BEACH,  
NEW OCEAN HOUSE, SWAMPSCOTT, MASSACHUSETTS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

2

Subjects of  
order for the pictures. Please  
see to it that all the pic-  
tures are uniform and colors are  
in harmony with each other  
to make an attractive set.

DATE 4 1940

Cost Dept. Checked

By

Date

		DATE COMPLETED
	MAR 1940	MAR 4 1940
8	3	3/6 Gr.
80	3-6	
225	1 1/2	11 March
	9 1/2	

DATE RECEIVED

DATE HANDLED

By

1-  
29



AMERICAN ART POST CARD CO., BOSTON, MASS.

NO. 0B-H401

ORDER NO.

DATE 3/4/40

6 1/2 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER CENTER BORDER.

TITLE (IN FULL) CONVENTION HALL, NEW OCEAN  
HOUSE, SWAMPSCOTT, MASSACHUSETTS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE ---

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

LIGHTEN UP THE TWO DARK BANNERS ALSO IN REAR

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

2  
order for this photo. Please  
see to it that all your com-  
tives are uniform and make  
in harmony with the order  
to make an attractive set.

ESTIMATE

1940

DATE	RECEIVED	DATE COMPLETED
MAR 1940	MAR 1940	MAR 1940
2	4	3-88
84		
30		3-11-40
203	3-18	3-19

DATE RECEIVED BY

DATE HAND COLOR PROOF

DATE Photo Returned to Customer

2

17  
29



WESTERN PUBLISHING & NOVELTY CO., INC., LOS ANGELES, CALIF. ORDER NO.

DATE 3/4.40

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)	THE FLYING FISH TRIP,	IM
STR.	"BLANCHE W" SANTA CATALINA, CALIFORNIA	

FRONT NO. 2 R. M. YES  
IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- C-44

PHOTO PROPERTY OF C.T.

### COLOR DESCRIPTION

MAKE A NIGHT SCENE. SEE TISSUE OVERLAY ATTACHED.

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

ESTIMATE		Cost Dept. Checked	
DATE	1940	DATE	1940
DATE COMPLETED		DATE COMPLETED	
2	9	3-6	3-11 SC
225	55	3-30	13 Word
			4-2

L.A. 2007 - 7986

DATE \_\_\_\_\_

By

5. The first step in the process of making an attractive set is to choose the material. The material should be of good quality and should be of a color that will complement the other colors in the set. The material should also be of a weight that will allow it to be easily handled.

Rush

15  
1235  
24



NO. 0B-H403

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES,  
CALIF.

ORDER NO.

DATE 3/4/40

25 M POST CARDS ART COLOR TONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. YES

TITLE (IN FULL) GOLF COURSE, SANTA CATALINA,  
CALIFORNIA  
SHOWING CHICAGO CUBS TRAINING GROUNDS TO THE  
LEFT.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- C-68

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE TISSUE OVERLAY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Order for this photo should  
see to it that the photo  
lives are unimpaired and are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Most Dept. Checked 1.	
MAR 4 1940		MAR 4 1940	
DATE RECEIVED	DATE COMPLETED	DATE RECEIVED	DATE COMPLETED
MAR 4 1940	MAR 4 1940	MAR 4 1940	MAR 4 1940
8 9/2	3/7/40		
18/0	3-8		
30 1/2	3-11-40		
703 9/2	3-21		3-28

DATE RECEIVED

DATE RECEIVED

DATE RECEIVED

29



12

NO. 0B-H404

WESTERN PUBLISHING & NOVELTY CO.. LOS ANGELES, CALIF.

ORDER NO.

DATE 3/4/40

25 M POST CARDS ART COLOORTONE WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER)

FRONT NO.

2

R. M.

YES

TITLE (IN FULL)

GROUNDS IN FRONT OF HOTEL

PRINT

SAME AS ABOVE

ST. CATHERINE, SANTA CATALINA, CALIFORNIA

PRIVATE NO. BEFORE TITLE -- C-42

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE TISSUE OVERLAY FOR INSTRUCTIONS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Order for this card. Please see to it that all card negatives are uniform and arranged in harmony with the order to make an attractive set.

ESTIMATE				Cost Dept. Checked
1940 WORK SCHEDULE				By
				For
			DATE COMPLETED	
Cost Dept. Checked			MAR 8 1940	MAR 8 1940
3	6	3-6	3-8	
10		3-8		
49	15		3-11	
217	9	(Mar) 25, 1940	Mar 28 1940	

DATE BLUEPRINT OR D.

By

DATE HAND COLOR PROOF

Re

Photo Returned to Customer

15  
1411-10  
34



WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.

NO. OB-H405

ORDER NO.

DATE 3/4/40

225 M

POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

YES

TITLE (IN FULL)

GLASS BOTTOM BOAT "TORQUA"

IMPRINT

SAME AS ABOVE

SANTA CATALINA, CALIFORNIA

PRIVATE NO. BEFORE TITLE --- C-74

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE TISSUE OVERLAY FOR INSTRUCTIONS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

3  
Send for this material. Think  
so to it that all your  
tives are uniform and  
in harmony with each other  
to make an attractive set.

Cost Dept. Checked

MAR 4 1940

MAR 4 1940

		DATE COMPLETED
	MAR 4 1940	MAR 4 1940
	15 2 1/2	3/5 J.
	80	3-6
	225 1/2	8 March
	48 8 1/2	3-25-40
		3-29-40

DATE HAND COLOR PROOF

By

15  
MAR 30  
1940



WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.

NO. CE-H406

ORDER NO.

DATE 3/4/40

25 M POST CARDS ART COLORTONE WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. YES

TITLE (IN FULL) CROWDS GREETING DAILY ARRIVAL  
OF STEAMER AT AVALON, SANTA CATALINA,  
CALIFORNIA

PRIVATE NO. BEFORE TITLE --- C-45

in 5BH1442

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION

Order for 1

see to initial

five are each

in harmony

to look in

ESTIMATE

Cost Dept. Checked

MAR 4 1940

MAR 2 1940

DATE	COMPLETED
MAR 4 1940	MAR 10 1940
6 3-4	3-7 50
78 50	Mar. 8 40
22 1/2	13 Mar 40
27 10 1/2	

DATE MADE 5/1/40

2

6-1



ATTENTION

*Rephoto*

order for the customer. Please  
see to it that all the photo-  
tives are mounted and captioned  
in harmony with each other  
to make an attractive set.

*Q*

15  
34

NO. 0E-H407

ORDER NO.

DATE 3/4/40

PATTEN COMPANY, LTD. HONOLULU, T. H.

25 M POST CARDS ART COLORTONE ~~WHITE~~ WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

NO

TITLE (IN FULL) THE MATSON LINER LURLINE ENTERS

PRINT

NONE

HONOLULU HARBOR

THIS IS A SISTER-SHIP OF THE MONTEREY AND  
MARIPOSA

*Place Stamp Here*

IN LOWER RIGHT BORDER - Pan ~~Amex~~ Pacific  
Press Photo

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS U. PAT. NO. 1,797,775

ESTIMATE

Cost Dept. Checked

MAR 5 1940

MAR 5 1940

MAR 5 1940

MAR 5 1940

MAR 5 1940

				DATE COMPLETED
			MAR 6 1940	MAR 6 1940
	17	3		3/7
	79			
	49	13		3-11
	31	9	3-1-40	3/13/40

DATE RECEIVED AND

DATE

By

By

DATE HAND COLOR PROOF AND

DATE Photo Returned to Customer

By

*W*



DATE 3/4/40

25 M POST CARDS ART COLOR TONE NEPER WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BOAT DAY IN HAWAII

FRONT NO. **I** R. M. ~~NO~~ YES *end*  
IMPRINT **NONE**

IN LOWER RIGHT BORDER - Pan Pacific Press  
Photo

PHOTO PROPERTY OF CUSTOMER

### COLOR DESCRIPTION

Please do not distinguish any faces, but make the streamers colorful. also at the right hand bottom of the picture carry out the sign to read "Matson Line Honolulu to San Francisco South Seas and Australia" and get a good Matson "M" flag as they expect the steamship line to use large quantities.

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF **YES**      RETURN PHOTO

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

DLG  
11

Rephoto page  
on top & bottom  
& right side  
on 8x10

ESTIMATE		Cost Dept. Checked
By		Date
MAR 6 1940		MAR 8 1940
DATE	COMPLETED	
MAR 6 1940		MAR 8 1940
16	5	3/7 J
821		
225	1/2	11 March
48	1/2	3-13-40

DATE ALBUQUERQUE FILED \_\_\_\_\_ DATE Filed \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAWAII COLOR PHOTO ORD \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_  
By \_\_\_\_\_



NO. OB-H469

ORDER NO. 35663

DATE 3/4/40

25 M POST CARDS ART COLORTONE  
(ALL OF THIS ON THE PICTURE SIDE)

WHITE BORDER

PLACE OF TITLE; UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

**YES NO**

TITLE (IN FULL) U. S. A. T. HUNTER LIGGETT

## IMPRINT

NONE

PUT IN STAMP SPACE - Place Stamp Here

PHOTO PROPERTY OF

CUSTOMER

### COLOR DESCRIPTION

Make rephoto

U. S. PROPERTY DO NOT USE WITHOUT PERMISSION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

~~CONFIDENTIAL~~  
HANDCOL PROOF

RETURN PHOTO

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

DO NOT USE  
PHOTO FOR  
ANYBODY BUT  
PATTEN CO

MAR 11 1940

~~MAR 11~~

MAR 12 1940

MAR 12 1946

16 3

3/12 9

79

30

142

3-14-40

66

 $8\frac{1}{2}$ 

3-25

3-30

29

4124 is Customer

30



## ADV. ORDER

DEPT,  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for  
this Customer

STYLE ART COLORTONE WHITE BORDER

(All of this on address side)

Title in full HAYS HOSPITAL, CLINTON, S. C.

IMPRINT : Customer

C. T. Imprint

No Imprint

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print      Handcolor — Black & White

Blue Print — Handcolor — Black & White Proof.

Screen { 120  
133  
150  
175

SEE SKETCH ATT'D.

### COLOR DESCRIPTION

SEE SKETCH ATT'D.

Chas. L. ... 7/14

PH

PHOTO RETURNED

To

PHOTO USED FOR

30, 3-19-40  $\frac{1}{2}$   
                  
*Part*  $\frac{8^2}{4}$

#28 | 3 | 29 / 40

MAR 15 1940

A photograph of a piece of aged, yellowed paper with a torn, irregular edge, set against a dark background. The paper has a mottled, textured appearance with some darker staining and a rough, uneven border.



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 0B-H412 ORDER NO. 36052 DATE 3-4-1940

CUSTOMER KING CANDY CO.  
FORT WORTH, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full REMEMBER MOTHERS OF ALL AGES WITH  
KING'S CHOCOLATES—THE SWEETEST OF ALL GIFTS

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

BRING OUT CARNATION BETTER  
THAN IT APPEARS IN PHOTO.  
SEE SAMPLE BOX.

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATT'D. SEE SAMPLE BOX FOR COLORING. RIBBON ON BOX IS PINK, SO  
SUGGEST A PINK BACKGROUND IN BORDER (LOWER) FOR WORDING. SEE COLOR SUGGESTION ATT'D.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

49 3-12 JCP 2

5.6. 12

350

*[Handwritten signature]*

MAR 5 1940

MAR 5 1940

*make DK Blue impression*

430



NO. OB-H413

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF. ORDER NO. 36082

DATE 3-5-1940

25M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.)

FRONT NO. 2 R. M. YES

TITLE (IN FULL) "THERE THEY GO", HOLLYWOOD XX IMPRINT SAME AS ABOVE  
TURF CLUB, INGLEWOOD, CALIFORNIA

PRIV.NO.BEFORE TITLE: 196

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE OVERLAY & CARD ATT'D.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

# ESTIMATE

Cost Dept. Checked

MA

MA

DATE RECEIVED	DATE COMPLETED	DATE RECEIVED	DATE COMPLETED
		MAK 5 1940	MAK 5 1940
1	8	3-6	3-8 SC.
75		Mar 11-40	
12	1/2		25 March
207	9		

DATE RECEIVED \_\_\_\_\_ DATE REC. \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HANDCOL PROOF REC. \_\_\_\_\_

By \_\_\_\_\_

Submit ret  
Photo to City

17  
Mr R Mac  
34



DISTRIBUTED BY LLOYD SMITH, KALAMAZOO, MICH.

NO. OB-H414

ORDER NO. 36075

DATE 3-5-1940

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) STETSON  
CHAPEL, KALAMAZOO  
COLLEGE, KALAMAZOO, MICH.

IMPRINT SAME AS ABOVE

D 10830

60H2208

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TAKE OUT WIRE ACROSS FRONT OF BUILDING. WHITE PILLARS, DOORS, FACADE  
AND TRIM. LIGHT RED BRICK. GOLD DOME.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

MAR 6 1940

BY

MAR 6 1940

MAR 6 1940

MAR 6 1940

6

2

3-6

3-11-40

7

3-12-40

30

1 1/2

3-13-40

29

8 3/4

3-20-40

3-22-40

DATE RECEIVED

DATE PAID

DATE PAID

DATE

DATE Photo Returned to Customer

ST  
34



NO. 0<sup>B</sup>-H415

ORDER NO. 35690

DATE 3/6/40

100 M MINIATURE VIEW  $3\frac{1}{2} \times 2\frac{1}{2}$  ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (IN SKY) ROCK CITY GARDENS,  
LOOKOUT MT.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No.

NO

R. M.

YES

enc

IMPRINT

NONE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

~~USE PHOTO NO. E-717~~

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

ESTIMATE		Cost Dept. Checked	
AND WORK SCHEDULE		m	
Date		Date	
MAR 1 1940		MAR 1 1940	
DATE		DATE	
ENTERED DEPT.		COMPLETED	
		MAR 1 1940	MAR 7 1940
11	1/2		3/8 Gr.
74	-	3-11	
215	3/1		13 March
207	11		

DATE RECEIVED FROM \_\_\_\_\_ DATE Paid \_\_\_\_\_  
By \_\_\_\_\_ By *RL* \_\_\_\_\_  
DATE HAND COLOR PROOF ORD \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

1 Extra bag for  
Double joint.



COPYRIGHTED BY E. A. BISHOP, RACINE, WISCONSIN

NO. 0B-H416

ORDER NO. 35693

DATE ~~12/1~~ 3/7/40

12<sup>1</sup>/<sub>2</sub> M POST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

19 R. M. NO

TITLE (IN FULL) ~~XX~~ EAGLE CAVE, PENINSULA STATE  
PARK, DOOR COUNTY, WISCONSIN

SAME AS ABOVE

IN LOWER LEFT BORDER (c) E.A.B.

PRIVATE NO. BEFORE TITLE --- 1776

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SHOW WATER IN ~~ANRECAIN~~ FOREGROUND. (which now shows only black in photograph)  
BE SURE TO BRING OUT THE THREE (3) CAVE ENTRANCES ON THE GROUND FLOOR.  
ALSO SHOW DISTRICTLY THE LEDGE ALONG THE SECTION BETWEEN THE TWO UPPER OPENINGS.

RETOUCH AND COLOR VERY CAREFULLY

*submit ret photo to office*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF ☒

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Order for this customer. Please  
see to it that all cuts or neg-  
atives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*trial*  
*C 432*

*5B4929*

MAR 7 1940

ESTIMATE

MAR 7 1940

MAR 7 1940

MAR 7 1940

11 2

3/8 9

49

8 3/4

3-13

#27 M.O.

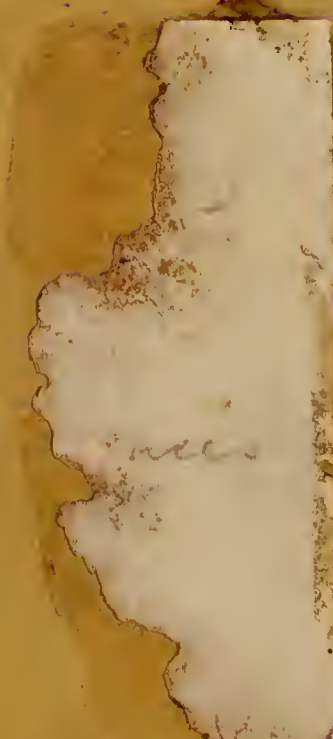
DATE PAID - NONE

DATE

4 28 41

DATE PAID - NONE

DATE PAID - NONE



36



COPYRIGHTED BY E. A. BISHOP, RACINE, WISCONSIN

NO. OB-H417

ORDER NO. 35693

DATE 3/7/40

12½ M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WASHINGTON PARK, KENOSHA,  
WISCONSIN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 1975

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

RETOUCH CAREFULLY. BRING OUT THE BRIDGE AS IT SHOULD BE (ROUGH STONE BLOCKS.  
BE CAREFUL IN COLORING & RETOUCHING THE TWO TREES ON THE LEFT SIDE OF PHOTO  
DO NOT TAKE AWAY THE EFFECT IT NOW SHOWS.

TO BE COLORFUL

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

DATE RECEIVED		DATE CHECKED	
MAR 7 1940		MAR 7 1940	
DATE COMPLETED		DATE COMPLETED	
MAR 8 1940		MAR 8 1940	
2			
80		3-12	
225		14 Mards	
210		3-18	
4.30.40		3-19	
DATE RECEIVED		DATE RECEIVED	
DATE RECEIVED		DATE RECEIVED	
DATE RECEIVED		DATE RECEIVED	



NO. 0B-11418

E. A. BISHOP, RACINE, WISCONSIN

ORDER NO. 35693

DATE 3/18/40

121 M POST CARDS		ART COLORTONE		WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)			
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 19		R. M. no	
TITLE (IN FULL) HISTORICAL A D ART MUSEUM, KENOSHA, WISCONSIN		IMPRINT		SAME AS ABOVE	
PRIVATE NO. BEFORE TITLE *--- 1976		PHOTO PROPERTY OF		CUSTOMER	

5B/1926

COLOR DESCRIPTION  
CUT OFF AS MARKED ON LEFT SIDE DO NOT CUT OFF ANY OF NEW CAR.  
ON CROSS STREET TAKE OUT FIRST AND LAST CAR LEAVE IN NEW ONE. DO NOT CUT OFF ANY FROM RIGHT SIDE OF PHOTO.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

**ESTIMATE** Cost 3 pt. Checked 3

DATE MAR 18 1940 Date MAR 18 1940

QTY.	UNIT	ENTERED QUANT.	DATE COMPLETED
		MAR 19 1940	MAR 19 1940
8	4		3/24/40
80		3-26	
226	1/2		3-22-40
219	8 1/2	3-28-40	4-2-40

DATE BLANKET ORD. \_\_\_\_\_ DATE FIRM \_\_\_\_\_  
By \_\_\_\_\_ By F. H.  
DATE MAIL ORDER 2nd ORD. \_\_\_\_\_  
By \_\_\_\_\_ DATE PHOTO PRINTED TO \_\_\_\_\_

18  
44



E. A. BISHOP, RACINE, WISCONSIN

NO. 05-H419

ORDER NO. 35693

DATE 3/7/40

12 1/2 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) A WHOLE TRAIN LOAD OF DOOR  
COUNTY CHERRIES SHIPPED TO MARKETS OF  
THE WORLD, DOOR COUNTY, WISCONSIN

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 19 R. M. NO  
IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 1977

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

DO NOT CUT OFF ANY OF THE TRAIN. SHOW LETTERING ON KAREL CAR NOS. 2, 3, 4, 5,  
6, 7. WHICH READ AS FOLLOWS. car 2 A WHOLE car 3 TRAIN car 4 LOAD OF car 5 DOOR  
car 6 COUNTY car 7 CHERRIES. THE REST OF THE CARB ~~TEXT~~ THE LETTERING TO  
BE MORE OR LESS BLUR.

*Submit redy to office*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

order for this customer. Please  
see to it that all cuts and  
rives are uniform and  
in harmony with each other  
to make an attractive set.

MAR 7 1940

MAR 7 1940

DATE  
COMPLETED

MAR 8 1940

16 3 1/2

78

Mar 11-40

13 Mord

3/22/40

225

31

DATE

DATE

36



E. A. BISHOP, RACINE, WISCONSIN

NO. OB-H420

ORDER NO. 35693

DATE 3/7/40

12½ M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER. FRONT NO. 19 R. M. NO

TITLE (IN FULL) SCENE ON THE CANAL - STURGEON IMPRINT SAME AS ABOVE  
BAY, DOOR COUNTY, WISCONSIN

PRIVATE NO. BEFORE TITLE -- 1978

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE OWN JUDGEMENT AS TO COLORING

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC. CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE		Cost Dept. Checked
MAR 7 1940		MAR 7 1940
DATE COMPLETED		
	MAR 8 1940	
10	3	3/8 9
28	May 11-40	
225	13	March
52	9	3/19/40

DATE MADE CHECK

DATE MADE CHECK

DATE Photo Returned to Customer



*Rephoto*

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

NO. **OR-H421**

ORDER NO. **35693**

DATE **3/7/40**

**E. A. BISHOP, RACINE, WISCONSIN**

**12 1/2 M POST CARDS ART COLORTONE WHITE BORDER**

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. **19** R. M. **NO**

TITLE (IN FULL) **FROM OBSERVATION POINT, PENINSULA STATE PARK, DOOR COUNTY, WISCONSIN**

IMPRINT **SAME AS ABOVE**

*5BH 929*

PRIVATE NO. BEFORE TITLE --- **1979**

PHOTO PROPERTY OF **CUSTOMER**

COLOR DESCRIPTION

*Take out 2 women*

SEE OFFICE FOR RETOUCHING & INSTRUCTIONS

*Submit ret photo to office*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF **YES** RETURN PHOTO.

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

*10/11*  
MAR 11 1940

MAR 11 1940

DATE COMPLETED

MAR 11 1940

MAR 11 1940

*11 2*

*14*

*3-12-40*

*225 1 1/2*

*3-18-40*

*14 Mord.*

DATE SENT TO CUSTOMER

DATE PAID By *[Signature]*

DATE HAND COL PROOF

DATE Photo Returned to Customer

*11*

*17 39*



CHARLES J. HERBERT, TRAVERSE CITY, MICH.

NO. 0B-H422

ORDER NO. 35696

DATE 3/6/40

12 1/2 M POST CARD

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) NEW SECOND STREET BRIDGE,  
ALPENA, MICH.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

THIS IS A COPY OF A SMALL PICTURE AND MAY NEED A LITTLE TOUCHING UP.  
CEMENT WORK IS WHITE OR GRAY WHITE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

2

Subject  
color for this customer. Please  
make all color all set OK, all  
lines in uniform and colors are  
in harmony with each other  
to make an attractive set.

*Straight*

ESTIMATE			
MAR 11 1940		Cost Dept. <i>checked</i>	
MAR 11 1940		Date	MAR 11 1940
DATE	TIME	DATE	DATE
COMPLETED		DEPT.	COMPLETED
		MAR 11 1940	MAR 11 1940
	8 6		3/13
	7 11	3-14-40	
HAND COLOR PROOF	30 1/2		3-15-40
APPROX. TIME	226 8 1/2		3-22-40

DATE ILLUSTRATION OK'D

DATE FILED

By

By

DATE HAND COLOR PROOF OK'D

DATE PHOTO OK'D

*to W. Teich 4/11/40*

*also original H.C.P.*

*34*



CHARLES J. HERBERT, TRAVERSE CITY, MICH.

NO. OB-H423

ORDER NO. 35696

DATE 3/6/40

12 1/2 M POST CARDS

ART COLOR TONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) CHAMBER OF COMMERCE TOURIST  
INFORMATION OFFICE, ALPENA, MICH.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SAME AS CARD 7AH829 <sup>for color</sup> ONLY AS IT IS TODAY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC. CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

~~ATTENTION~~  
2  
Subjects on  
negatives are different and colors are  
in harmony with each other  
to make an attractive set.

Strangely

MAR 11 1940

ESTIMATE  
AND WORKSHEET

Cost Dept. Checked

MAR 11 1940

DATE	TIME	DATE	TIME
MAR 11 1940		MAR 11 1940	
18	3		3/12 Gr
74		3-13	
30	1 1/2	3-14-40	
28	8:34	3/21/40	3/22/40

RECEIVED

By

DATE Filed

By

LM

RECEIVED COLOR PROOF

18

39



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 0BH424

ORDER NO. 35704

DATE 3/6/40

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER WEBSTER & CHAFFEY  
ORICK, CALIFORNIA

Photos for  
this Customer

12 1/2 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE  
(GROUP 3)

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ORICK INN AUTO COURT  
ORICK, CALIFORNIA

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS AS TO COLORS ATTACHED.  
SEE PENCIL SKETCH FOR LAYOUT

PHOTO RETURNED

TO

PHOTO USED FOR

LC 1  
Pl 6  
226 - 3/15.40

MAR 7 1940



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

4 - 1 -  
3 - 3 1/2 hrs.  
0 - 2 1/2 hrs.



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. OBH425 ORDER NO. 35705 DATE 3/6/40

CUSTOMER HYDE PARK CLOTHES, INC.  
NEWPORT, KENTUCKY

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 1/2 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLEART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THESE ANIMALS SUPPLY THE MATERIAL IN  
PRODUCING THE CLOTH FROM WHICH HYDE PARK SUITING  
AND TOP COATS ARE MADE.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

*No on Fr.*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FOLLOW SKETCH ATTACHED. I WAS WONDERING IF  
THE PANEL WON'T BE A LITTLE LARGE AS SHOWN PER-  
HAPS AFTER YOU SEE THE AMOUNT OF COPY. ~~INXIDENT~~  
THAT GOES HERE THAT YOU CAN SOFTEN THE PANEL DOWN A LITTLE

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

*16 3*  
*Ret 9*  
*HC 2-1*  
*Ret 13 1/2*  
*4/8/40*  
*PM*

*L.H.*

MAR 7 1940



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. OB-H426 ORDER NO. 35706 DATE 3/6/40

CUSTOMER PIERRES CAFE INC.  
CLEVELAND, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE FULL FACE 3 SIDES

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full (AT BOTTOM IN PANEL)  
PIERRE'S 1524 EUCLID AVENUE "PLAYHOUSE SQUARE"  
CLEVELAND, OHIO

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

Floor dark gray or any neutral shade to harmonize. Chairs oak (notice backs are lighter)  
Lamps over tables tan parchment with red trim stripe at top and bottom. Ceiling lamps are golden  
parchment, lighter than side lamps. Walls #26 with silver stripes marking off blocks or panels  
Vertical panels darker than #26 being almost olive. Notice fleur de lis are silver. The  
Decorations on the walls or pillars also have alternating every horizontal panel, small blue  
blocks having silver design, and the red block having gold design. Two of the blue with a red  
block in the center, than the next panel has the two red blocks and a blue block in the center.  
Hope I have this understandable.  
FANS - you will probably eliminate the wall fans as well as the one on the ceiling.  
Ceiling Gray #39 Note decorations on beams. Beams are about same as oak chairs.

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

PHOTO RETURNED  
TO  
PHOTO USED FOR

49 3-14  
59 3-18 3-21

100 24  
LA 123

gob  
—  
M

MAR 7 1940



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 0B-H427 ORDER NO.

DATE 3-6-1940

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER STYLE WEAR, INC.  
ERIE, PENNA.

12 M 500 POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full SPORTSWEAR WITH THAT "DRESSED-UP" TOUCH  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH, INST. & COLOR SWATCHES ATT'D.

COLOR DESCRIPTION

SEE SKETCH, INST. & COLOR SWATCHES, ATT'D.

RUSA

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

3M-1-2-39

MAR 7 1940



I. & M. OTTENHEIMER, BALTIMORE, MD.

NO. OB-H428

ORDER NO. 35738

DATE 3/9/40

25 M

POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL) CANDLER BUILDING, PRATT STREET  
& MARKET PLACE, BALTIMORE, MARYLAND

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

OF THE TWO PHOTOGRAPHS USE THE ONE PASTED ON HEAVY CARDBOARD. THE TWO SIGNS OF COCA COLA ARE TO BE ELIMINATED AND INSTEAD (ON THE CORNER WHICH IS THE MIDDLE OF THE PHOTOGRAPH, YOU ARE TO SUBSTITUTE THE CANDLER BUILDING LETTERING WHICH IS ON THE OTHER PHOTOGRAPH THAT WE ARE ATTACHING.

PLEASE ELIMINATE ALL MACHINES COMPLETELY AND IF YOU CAN SUBSTITUTE FOUR OR FIVE UP-TO-DATE MACHINES THIS WILL BE AGREEABLE. THE COLOR SCHEME IS RED BRICK WITH GRANITE TRIMMINGS, DARK GREEN WINDOW FRAMES AND SASHES WITH ECRU CURTAINS. ENTRANCES ALL GRANITE. The 2 portions of the 2 bldgs. on the right and left of the photo are

be eliminated. There is also a sign at the beginning of third floor which is to be taken out and all windows are closed.

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

MAR 12 1940

MAR 13 1940

DATE COMPLETED

MAR 13 1940

MAR 13 1940

3-13

3-13-40

3-15-40

Mar-18-40

Mar-18-40

4/1/40

4/1/40

DATE FOR

DATE PHOTO RETURNED TO CUSTOMER

62



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. ADV. ORDER

DIAL NO. OB-H429 ORDER NO. 36183 DATE 3-7-1940

CUSTOMER ASTER FLOWER COMPANY  
NEW YORK CITY, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE 3½ x 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ASTER FLOWER CO. MANUFACTURERS AND  
IMPORTERS (ETE. PER COPY)

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

(1) ELIMINATE ALL THE COPY ON THE WINDOWS OF THE  
FOUR UPPER FLOORS. (2) ELIMINATE THE RAYS AROUND  
THE UPPER HALF OF TRADEMARK, AND LOWER THE  
TRADEMARK TO SPACE BELOW "ESTABLISHED 1918"  
(3) ELIMINATE THE WORDS "FOR ALL OCCASIONS" (4)  
INSERT "DRESS TRIMMINGS, MILLINERY, CORSAGE" AS SHOWN. (5) INSERT "OCCUPY ENTIRE BUILDING"  
(6) LOWER THE ADDRESS TO MAKE ROOM FOR ABOVE COPY. (7) ELIMINATE THE FLOWERS IN RIGHT LOWER  
PORTION OF CARD. (8) INSERT THE ADDRESS NO. "11" ON TRANSOM OVER DOOR.

SEE SKETCH & OVERLAY ATT'D.

COLOR DESCRIPTION

SEE SKETCH ATT'D. SEE TISSUE OVERLAY.

PHOTO RETURNED

TO

PHOTO USED FOR

MAR 9 1940

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

3M-1-2-39

Make red impression



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 0B-H430 ORDER NO. 36182 DATE 3-7-1940

CUSTOMER PICKETT'S, INC.  
CHATTANOOGA, TENNESSEE

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS

SIZE

3½ x 5½

STYLEART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE SOUTH'S SMARTEST DRESSED WOMEN  
PASS THROUGH THIS DOOR

PICKETT'S ... BECAUSE YOU LOVE SMART THINGS

FRONT NO. 5 (All of this on address side)

R. M. Yes No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATT'D. CUSTOMER WANTS ONLY THREE DOTS  
AT THE TOP, SMALL AND LIGHT LIKE THOSE AT BOTTOM  
OF SKETCH, OMITTING THE ONES NEARER THE WORDING.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

DO NOT MAKE THE ROSE COLOR ANY DEEPER NOR THE GREENS AND GRAY, BUT THE BLUES OF CASES AND  
BLUE GLASS WINDOW A DEEPER BLUE, STILL LIGHT BUT DEEPER. SEE 5 O'CLOCK SAMPLE CARD ATT'D  
FOR COLORING DESIRED. OTHERWISE FOLLOW SKETCH AND OVERLAY ON PHOTOGRAPHS FOR LAYOUT &

COLORING.

*Rush*

PHOTO RETURNED

TO

PHOTO USED FOR

MAR 8 1940

*make DK Blue impression*

*2 - 11 - 2 hrs*

*6 - 1 hr. sp. 11*

*2 - 8 hr*

*3 - 4 hrs.*



ERICKSON NEWS AGENCY, PENSACOLA, FLA.  
U. S. NAVY OFFICIAL PHOTOGRAPH

NO. OB-H431

ORDER NO. 35774

DATE 3/11/40

12 1/2 M POST CARDS (ALL OF THIS ON THE PICTURE SIDE)	ART COLORTONE (ALL OF THIS ON THE ADDRESS SIDE)	FULL FACE
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. I R. M. YES	
TITLE (IN FULL) (IN SKY) HISTORIC FORT SAN CARLOS AND FORT BARRANCAS, PENSACOLA FLA.	IMPRINT SAME AS ABOVE	
	PHOTO PROPERTY OF	CUSTOMER

COLOR DESCRIPTION  
COLOR AS PER TISUE OVERLAY. MAKE GRASS A LIGHTER COLOR, SO AS TO BRIGHTEN UP  
SUBJECT.

*Original photo in vault in back of building  
1. Original photo also in vault dated 3/15/41*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE		By <u>                    </u> Checked <u>                    </u>	
MAR 12 1940		MAR 12 1940	
		DATE COMPLETED	
		MAR 13 1940	
	4 1/2	3-12	3.52
	84	3-14-40	
	49	1 1/2	3-19
	54	9 3/4	3-25-40
			3-29-40

DATE BLUEPRINT ORD.                      DATE FIM 4-9  
By                      By                       
DATE HAND COLOR AND OR CARD                       
By                      DATE Photo Returned                       
By                      By                     

*Rep. Lot  
Page 60 Log*

*ST  
Rm 38  
42*



E. A. BISHOP, RACINE, WISCONSIN

NO. 0<sup>2</sup>-H432

ORDER NO. 35782

DATE 3/11/40

12<sup>1</sup>/<sub>2</sub>M

POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL) PIER LANDINGS, WILLIAMS BAY  
ON LAKE GENEVA, WISCONSIN

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 1979

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

REMOVE SIGN "SPEED BOAT RIDES 25¢" REMOVE ALL LETTERING.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Set for the camera. Place  
set so that all subjects  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

MAR 11 1940

REMARKS	EST. TIME		ENTERED SET	DATE RECEIVED
	Clock No.	Time Allowed		
COMING TO SET UP			MAR 11 1940	MAR 11 1940
SEARCH				
REWORKING	16	2		3/12 Gr
PROOFING				
PRINTING	74		3-13	
REWORKING	225	1 1/2		14 Mord
REWORKING	57	9 1/2	3-18-40	3-20-40

DATE PRINTED

DATE FILED

DATE HAND COLOR PROOF

DATE Photo Returned to Customer

by

39



E. A. BISHOP, RACINE, WISCONSIN

NO. 0<sup>U</sup>-R433

ORDER NO. 35782

DATE 3/11/40

12 <sup>1</sup> / <sub>2</sub> M POST CARDS (ALL OF THIS ON THE PICTURE SIDE)		ART COLORTONE		WHITE BORDER (ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.)		FRONT NO. 19		R. M. NO	
TITLE (IN FULL) WATER SCENE FROM PIER LANDINGS, WILLIAMS BAY ON LAKE GENEVA, WISCONSIN		IMPRINT SAME AS ABOVE			
PRIVATE NO. BEFORE TITLE -- 1980		PHOTO PROPERTY OF		CUSTOMER	
COLOR DESCRIPTION REMOVE THE SIGN AT END OF PIER REMOVE ALL LETTERING. PLEASE GIVE ATTENTION TO ATTRACTIVE COLORING OF WATER & SKY ETC.					

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOLOR PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC. CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

2  
order for this business. Please  
see to it that all pictures or  
negatives are uniform and colors are  
in harmony with each other  
to make an attractive set.

MAR 11 1940		MAR 11 1940	
DATE	TIME	ENTERED	DEPT.
COPIES		MAR 1940	MAR 11 1940
PICTURE	12 1/2		
PRINT	84	3-13-40	
BLANK	225 1/2		14 March
STAMP	216 9	3-18-40	3-19-40
DATE		4-20-40	
DATE			
DATE			
DATE			

DATE Photo Returned to Customer

29



*1 Rep photo*

NO. 0B-H434

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF. ORDER NO. 35791

DATE 3/26/40

25 M POST CARDS ART COLORTONE (GROUP TWO) WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) HOME OF JANE WITHERS,  
WESTWOOD, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M. NO  
IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 807

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE TISSUE OVERLAY FOR COLOR INSTRUCTIONS AND INSERTION OF PHOTO OF JANE WITHERS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO. -uv

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*Delivered Ret photo to  
Mrs C J Jones*

MAR 28 1940		MAR 28 1940	
		DATE COMPLETED	
MAR 28 1940		MAR 28 1940	
6		3-28	
78			
226		13/4	
211		10	
		4-4-40	
		4-11-40	

*LL*



HILLSBORO NEWS CO., TAMPA, FLA.

NO. 0<sup>B</sup>-H435

ORDER NO. 35797

DATE 3/12/40

12<sup>1</sup>/<sub>2</sub> M POST CARDS

ART COLORTONE

WM FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) (IN SKY) PART OF DOWNTOWN  
BUSINESS SECTION ON FRANKLIN STREET,  
TAMPA, FLA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 77

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

LAMPPOSTS GREEN. COLORS AS PER TISSUE OVERLAY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

		DATE COMPLETED	
MAR 12 1940		MAR 13 1940	
80	4	3-15	
214	1/3		
214	9/2		

DATE RECEIVED CARD

DATE PAID

By

DATE PAID CASH

DATE PHOTO PAID

make DK blue  
impression

6

12/12



NO. OB-H436

FRANK E. COOPER, 258 BROADWAY, NEW YORK, N.Y.

ORDER NO. 36226

DATE 3-11-1940

25 M POST CARDS		ART COLORTONE		WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)			
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. I		R. M. YES	
TITLE (IN FULL) R.M.S. QUEEN ELIZABETH		IMPRINT		SAME AS ABOVE	
PRIV.NO. UPPER LEFT CORNER: 170					
		PHOTO PROPERTY OF CUSTOMER			

COLOR DESCRIPTION

FOLLOW CARD 6A-H914 & 6A-H1598 FOR COLORS. (CARDS ATT'D.)

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

MAR 22 1940		MAR 12 1940		MAR 12 1940	
	8	3		3/10	
	50	3-1			
	30	1 1/2		3-19-40	
	203	10 1/2	4-1	4-2	

DATE RECEIVED

DATE PAID

DATE PAID COLOR PHOTO

DATE Photo Returned to Customer

By

41



Straight

NO. OB-H437

STOFFLET NEWS COMPANY, ANN ARBOR, MICHIGAN

ORDER NO. 36242

DATE 3-12-1940

12 M 500 POST CARDS

ART COLORTONE

WHITE BORD'R

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ALUMNI MEMORIAL HALL,  
UNIVERSITY OF MICHIGAN, ANN ARBOR, MICH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE CARD 73483 FOR COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCSE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

Cost Dept. Checked *RM*

MAR 15 1940

DATE COMPLETED	DATE	QTY	PRICE	TOTAL
MAR 15 1940	MAR 15 1940			
		6	3	3-15
		79		
		30	1 1/2	
		201	8 3/4	
				Mar. 25-40
				Mar. 26-40

DATE SHIPPED \_\_\_\_\_ DATE FILED \_\_\_\_\_  
By \_\_\_\_\_  
DATE HAND COLOR PROOF \_\_\_\_\_  
By \_\_\_\_\_  
DATE Photo Returned to \_\_\_\_\_  
By \_\_\_\_\_

6

ST  
46



THE ALLIS PRESS, KANSAS CITY, MO.

NO. OBH438

ORDER NO. 36243

DATE 3-12-1940

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

3

R. M. NO

TITLE (IN FULL) EXCELSIOR SPRINGS, MO.

IMPRINT

SAME AS ABOVE

SULPHO-SALINE WATER GETS RESULTS! (ETC.)

SMALL TYPE: (C) CURT TEICH & CO., INC.

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE		Est. Dept. Checked	
MAR 12 1940		MAR 12 1940	
DATE	DATE	DATE	DATE
ENTERED	ENTERED	ENTERED	ENTERED
MAR 13 1940	MAR 13 1940	MAR 13 1940	MAR 13 1940
10			
84	3-17-40		
225 1/2			20 March
57 10	3-25-40		3-27-40

DATE DOCUMENT

By

DATE HAND COLOR PROOF

By

DATE

DATE

42



SEAWALL SPECIALTY CO., HOUSTON AND GALVESTON,  
TEXAS

NO. OB-H439

ORDER NO. 36244

DATE 3-12-1940

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

XXXXR YES

TITLE (IN FULL)

GENERAL SAM HOUSTON MONUMENT  
AT ENTRANCE TO HERMANN PARK, HOUSTON,  
TEXAS

IMPRINT

SAME AS ABOVE

same as  
6AH724

reset

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

BE SURE TO RETAIN SAME EEL CLOUD EFFECT AS IN PHOTO. TO BE  
A VERTICAL VIEW. SEE CARD 6A-H724 FOR COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

MAR 12 1940

DESCRIPTION	QTY.	UNIT PRICE	TOTAL	DATE
25 M POST CARDS				MAR 12 1940
ART COLORTONE				
WHITE BORDER				
GENERAL SAM HOUSTON MONUMENT	3	4	3-13	3-14-40
AT ENTRANCE TO HERMANN PARK, HOUSTON, TEXAS	24		3-15-40	
RENT COLOR PROOF	30	1 1/2		3-18-40
ART COLORTONE		9 1/2		

DATE PRINTED

DATE PREP

By

DATE HAND COLOR PROOF

DATE Photo Returned to Customer

ATTENTION!

order for the pictures. Please  
be sure that all color or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



SEAWALL SPECIALTY CO., HOUSTON AND GALVESTON, TEXAS

NO. OB-H440

ORDER NO. 36245

DATE 3-12-1940

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M.

YES

TITLE (IN FULL) SKYLINE, BUSINESS SECTION,  
HOUSTON, TEXAS

IMPRINT SAME AS ABOVE

BOT-"THE FASTEST GROWING CITY IN THE  
UNITED STATES"

(SMALL TYPE AFTER BOT.TITLE)-(OVER)

Set up numbers 1 to 32 included  
to print in circles on photo side6 BH 459  
PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE TX OVERLAY AND INSTRUCTIONS ATT'D.

SUBMIT: RET. PHOTO.

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

## ATTENTION!

Always use  
color for the maximum effect.  
See to it that all colors and  
values are uniform and colors are  
in harmony with each other  
to make an attractive set.

DATE		DATE		DATE		DATE	
MAR 12 1940		MAR 13 1940		MAR 13 1940		MAR 13 1940	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	
DATE		DATE		DATE		DATE	



TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. OB-H441 ✓ ORDER NO. 36246

DATE 4-15-1940

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER HOTEL HILTON  
LONG BEACH, CALIF.

25M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL HILTON ON THE BEACH, LONG  
BEACH, CALIF. ~~HOME~~ HOME OF THE  
"SKY ROOM" *follow sketch*

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH, TISSUE OVERLAY ON PHOTO ATT'D.

COLOR DESCRIPTION

SEE SKETCH & TISSUE OVERLAY ON PHOTO ATT'D.

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. —

NO

YES

RETURN PHOTO

APR 17 1940



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. OB-H442 ORDER NO. 36247 DATE 3-12-1940

CUSTOMER OLYMPIC HOTEL  
SAN FRANCISCO, CALIF.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE (GROUP 3)  $3\frac{1}{2} \times 5\frac{1}{2}$  STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full OLYMPIC HOTEL - RIGHT DOWN TOWN - SAN  
FRANCISCO

BOT-EASILY ACCESSIBLE FROM ALL TRANSPORTATION  
LINES AND HIGHWAYS

FRONT NO. 5

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

SEE INSTRUCTIONS ATTACHED. FOR

coloring of views

Follow sketch for layout, design

used back of card color scheme

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

very Rush

MAR 27 1940

make DK. Blue impression

MAR 27 1940

3 — 6 hrs.  
1 — 5 1/2 hrs.  
5 —



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. OB-H443

ORDER NO. 36274

DATE 3-13-1940

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER F. H. HILL CO., INC.  
CHICAGO, ILLINOIS

25 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

(All of this on address side)

WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE MAJOR — "CONVENTIONAL" — "SHOWY"  
"MODERN" F.H.HILL COMPANY, INC. (ETC.)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C.T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

SEE SKETCH ATT'D. ALSO COLOR SAMPLE  
ATT'D. ELIMINATE THE SHADOWS ENTIRELY

ON BRONZE COLOR AND REPLACE SAME WITH A STRAIGHT  
HAIRLINE AS CUSTOMER THINKS IT WOULD SHOW UP THE FINISH AS IT SHOULD BE, BETTER THAN WITH  
THE SHADING AS SHOWN IN SKETCH. THE HAIRLINE TOO WOULD BRING OUT THE PROFILE WHICH YOU HAVE  
ATTEMPTED TO TO WITH THE SHADOW.

COLOR DESCRIPTION

SEE SKETCH & SAMPLE ATT'D. ON THE BRONZE COLOR THERE IS NO SHADING WHATSOEVER IN THE CREVICE  
BUT IT IS MORE OF A SLIGHT SHADOW THAT IS CAST. THE COLORS ARE ALRIGHT WITH THE EXCEPTION  
OF THE BRONZE COLOR ON WHICH THERE IS A LITTLE MORE SHADING THAN THERE SHOULD BE.

*Rush*

PHOTO RETURNED

TO

PHOTO USED FOR

MAR 15 1940

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

CUSTOMER

DIAL No. OB-H444 ORDER NO. 36278 DATE 3-27-1940

CUSTOMER READING ROAD APT. CO.  
CINCINNATI, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE PRESIDENT - CINCINNATI, OHIO

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FOLLOW SKETCH FOR DESIGN.

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

SEE LETTER ATT'D FOR COLORING. SEE SKETCH ATT'D.

NO  
YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

49 9-4 4C 12  
80 4/15 4/16 4/16 9

*[Handwritten signature]*

MAR 29 1940

*[Large handwritten signature]*

3M-1-2-39

6-22  
1

5.  
66



1 Print

**ATTENTION!**

...prints on  
...the material. Please  
...that all sets of nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

NO. OB-H445

ORDER NO. 36295

DATE 3-14-1940

PUBLISHED EXCLUSIVELY FOR FROMLEY & COMPANY, INC.,  
BOSTON, MASS. (AT BOT. OF MESSAGE SPACE)

12 M 500 POST CARDS

ART COLORTONE

~~WHITE BORDER~~ FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) FAMOUS INDIAN HEAD,  
FRANCONIA NOTCH, WHITE MOUNTAINS, N.H.  
PRIV. NO. BEFORE TITLE: 34AL

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. YES  
IMPRINT SAME AS ABOVE  
SMALL TYPE ABOVE IMPRINT:  
COPYRIGHT BY MOOSILAUKE STUDIO

*In sky*

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

MAR 15 1940

DATE RECEIVED	DATE COMPLETED
MAR 15 1940	MAR 15 1940
3-15	3-17 Se
3-20	
3-21-40	
6-17-40	6-18-40

DATE RECEIVED BY  
DATE HAND COL. PROOF BY  
DATE PRINTS BY  
2 photos neg 4/3/40

*Am 40 46*



PUBLISHED EXCLUSIVELY FOR BROMLEY & COMPANY, INC.,  
BOSTON, MASS. (AT BOT. OF MESSAGE SPACE)

NO. OB-H446

ORDER NO. 36295

DATE 3-14-1940

12 M500 POST CARDS

ART COLORTONE

~~WHITE BORDER~~ FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CANNON MOUNTAIN AERIAL  
TRAMWAY, FRANCONIA NOTCH, WHITE  
MOUNTAINS, N.H.

PRIV.NO. BEFORE TITLE: 167L

*In chg*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

SMALL TYPE ABOVE IMPRINT:  
COPYRIGHT BY CHARLES TRASK

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

*Photo*

SUBMIT, RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Print  
The prints are made in  
the best quality. Prints  
are made in color or nega-  
tives in black and white and colors are  
in harmony with each other  
to make an attractive set.

*2CP2240*

MAR 15 1940

MAR 15 1940

DATE  
COMPLETED

MAR 15 1940

MAR 15 1940

3-15

3-15

*29*

*25*

*12*

*9*

*21 Mar*

DATE FOR

*6-3-40*

By

DATE Photo Returned to Customer

*1/10/41 1 neg 4/3/41*

*Print 46*



P  
PUBLISHED EXCLUSIVELY FOR BROMLEY & COMPANY, INC.,  
BOSTON, MASS. (BOT. OF MESSAGE SPACE)

NO. OB-H447

ORDER NO. 36294

DATE 3-14-1940

6 M 500 POST CARDS

ART COLORTONE

~~WHITE BORDER~~ FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) OVERSHOT WATER WHEEL ON  
SHADOW LAKE, INDIAN HEAD, WHITE MOUNTAINS,  
N.H.

PRIV. NO. BEFORE TITLE 344L

SMALL TYPE: PHOTO BY MOOSILAUKE STUDIO  
(above imprint)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CIB TO MER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subject on  
order for this customer. Please  
note that all cuts or im-  
prints are uniform and colors are  
in harmony with each other  
to make an attractive set.

MAKEDOVER

ORDER DEPT. Date:

EST. M. or Time Required

RETOUCHING

PHOTO-LITHO

COMPOSING

ART DEPT. HC

ENGRAVING

Time Recorded in Card Dept.

Date

49

5-6

106  
Subject 3441 Water Wheel: For some reason this sample has been  
sent through with white border, whereas our order calls for full  
face printing on all this series. The full face picture will  
change the location of title and we should like additional proof.  
There is not sufficient detail on the mountain in the background.  
Please refer to the card we are enclosing which shows proper detail  
for this same mountain and give us a real blue sky effect, not a  
sunset.



NO. 0B-H448

PUBLISHED EXCLUSIVELY FOR BROMLEY & COMPANY, INC., ~~NEW~~ ORDER NO. 36294  
BOSTON, MASS. (BOT. OF MESSAGE SPACE)

DATE 3-14-1940

6 M 500 POST CARDS

ART COLORTONE

~~WHITE BORDER~~ FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. YES

TITLE (IN FULL) FRANCONIA PEAKS TOWER ABOVE  
ENGLISH VILLAGE EAST, AT INDIAN HEAD,  
WHITE MOUNTAINS, N.H.

IMPRINT SAME AS ABOVE

PRIV. NO. 349L

*In sky*

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TAKE OUT GRAY BUILDING IN THE FAR LEFT FOREGROUND AND AUTOMOBILES AND  
LIGHT POST IN NEAR FOREGROUND; AND THE GASOLINE SIGN ON RIGHT SIDE OF THE  
ROOF IN FOREGROUND BLDG. "THIS PHOTO WAS TAKEN FROM THE INDIAN HEAD TOWER  
AND IS LOOKING DOWN ON THE ROOF OF A STORE WHICH IS NOT A VERY BEAUTIFUL  
FOREGROUND AND I WOULD LIKE YOUR SUGGESTIONS ON HOW TO TREAT IT."

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
make all titles or nega-  
tives and colors are  
in harmony with each other  
to make an attractive set.

MAR 15 1940

MAR 15 1940

DATE	TIME	DATE	TIME
		MAR 15 1940	MAR 15 1940
3	3	3-15	3-15
30	12	3-18	3-19-40
210	10	5-10	

DATE RECEIVED

DATE 5.16.40

DATE SENT

DATE 4/6/40



DIXIE NEWS COMPANY, CHARLOTTE, N. C.

NO. OB-H449

ORDER NO.

DATE 3/14/40

25 M

POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

YES

TITLE (IN FULL) JOHNSTON BUILDING, CHARLOTTE,  
N. C.

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE COLOR INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES TO

Mr. C. Kuaster, Sec. C. of C., 123 W. 4th St., Charlotte,  
N.C.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

# ATTENTION!

7. Submit in order for this company. Please see to it that all photos or negatives are uniform and color are in harmony with each other to make an attractive set.

Rephoto

~~Rephoto to office~~

15 1940

MAR 15 1940

DATE COMPLETED.

MAR 15 1941

MAR 15 1941

6 6

80

5-16

226

13

5-21-40

205

9

8-7-40

8-8-40

45



odd line (1 x 10) - 10



DIXIE NEWS COMPANY, CHARLOTTE, N. C.

NO. OB-H451

ORDER NO.

DATE 3/24/40

25 M POST CARDS ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) (IN SKY) FIRST METHODIST CHURCH, CHARLOTTE, N. C.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

Light & Dark grey mottled stone bldg. Brown window casing. Various colored glass windows. light oak doors. Mottled dark gray roof some parts having bluish tint. Black name plate on Frt. of bldg. with gold letters. Black iron lanterns at entrances and on stair posts. with amber glass. Concrete stairs. asphalt road. add enough sky to finish tower-see attached 8 x 10 photo ~~sketch~~. add enough foreground to show all of stairway and sidewalk see attached negative marked XX Take out poles, wires, cars, gas station signs etc. pretty sky and cloud effect put leaves on trees. bring out entrances as much as possible.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

yes

RETURN PHOTO.

yes

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Order for this service is not valid unless it is filled out in full. Please use the reverse side of this card for instructions and to make an accurate order.

Straight  
put in Center of 8x10

MAKEOVER

Charge to \_\_\_\_\_ Dept.

EST. Makeover Time Required

	TIME	Time Recorded in Cust. Dept.
RETOUCHING	1	
PHOTO-LITHO	1/2	
COMPOSITING		
ART DEPT.		
ENGRAVING		

1	5/1	3-16	3-20-40
811	5-16		
226	12		5-20-40
415	9	8-12	8-13
8-15-40			
8-15-40			

~~Red photo~~  
to office

add this



9

NO. OB-H452

DIXIE NEWS COMPANY, CHARLOTTE, N. C.

ORDER NO.

DATE 3/14/40

25 M POST CARDS ART COLOR TONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

YES

TITLE (IN FULL) (IN SKY) CITY HALL, CHARLOTTE, N. C.

PRINT

SAME AS ABOVE

4B 11 249

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

Grey stone building, lighter grey window casing, Dark bluish green iron doors, concrete steps & walk, cream colored window shades, aluminum colored radio tower at right of bldg. Nice green lawn all over & shrubbery. Put leaves on trees. Take out man in front of bldg, wreaths from pillars. pretty sky and cloud effect. take out 3 lightning poles on top of bldg.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

yes

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Check for color accuracy. Please see to it that the color reproductions are true and correct in harmony with the original to make an attractive ad.

MAR 15 1940

DATE	8	3	3/18 JV
TIME	79	3-20-40	
NO. OF COPIES	30	1/2	3-22-40
PRICE	202	9	4-2
			4-3

DATE PAID

DATE RECEIVED

By

147  
44



DIXIE NEWS COMPANY, CHARLOTTE, N. C.

NO. 0B-H453

ORDER NO.

DATE 3/14/40

25 M POST CARDS ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

YES

TITLE (IN FULL) (IN SKY) MERCY HOSPITAL,  
CHARLOTTE, N. C.

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

C. T.

COLOR DESCRIPTION

JOIN PHOTOS NOS. 1 AND 2

Red brock bldg. white concrete trim. white window casing. green shades. white curtains. grey slate roof. Dark ~~blue~~ brown front entrance door. Black iron brackets lanterns. frosted white glass globes. concrete stairs and sidewalk asphalt road with concrete curbing in front of bldg. and street. nice green grass & shrubbery put leaves on trees. take out cars, poles & wires. show some various colored flowers on smaller bushes, pretty sky and cloud effect. take out the smaller of the two large trees in front of entrance and then show door. arch lanterns and bannister as shown on extra photo ~~which~~ which is attached. Sidewalk and evergreen hedge are to be straight connect & complete curbing at street edge in center foreground.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

yes RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Order for this photo is  
for 25 photos of the same  
subject. The photos are to be  
in black and white and  
to show all details.

8/11/40

Rephoto

Photo loaned to Mercy Hospital 3/9/42

APR 3 1940

APR 3 1940

DATE  
COMPLETED

APR 4 1940

APR 4 1940

6 6 4-3 4 5 51

8 1 5-16

30 1 1/4 5-20-40

206 9 Aug. 6-40 Aug. 8-40

8-9-40

RL

3/14

Rm + 4 - oddles  
photo 130



DIXIE NEWS COMPANY, CHARLOTTE, N. C.

NO. 0B-H454

ORDER NO.

DATE 3/14/40

25 M POST CARDS ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) (IN SKY) TULIPS IN BLOOM,  
GARDENS OF J. B. IVEY, CHARLOTTE, N.C.

IMPRINT SAME AS ABOVE

4.06251

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLOR INSTRUCTIONS ATTACHED.

Make up photo

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Order for this customer. Please see to it that all the photos are uniform and that they are in harmony with each other to make an attractive set.

Pay photo

Ret photo  
to office

17

10/29/40

DATE	TIME	DATE	TIME
MAY 10 1941		MAY 10 1941	
17 2 1/2		3/18 9	
84			
49 1 1/2		5-17	
203 9 1/2	10-14-40	10-15-40	

DATE 10-29-40

DATE 10-29-40

40 F.

original



CIXIE NEWS COMPANY, CHARLOTTE, N. C.

NO. OB-H455

ORDER NO.

DATE 3/14/40

25 M POST CARDS ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) (IN SKY) CENTRAL HIGH SCHOOL, CHARLOTTE, N. C.

IMPRINT SAME AS ABOVE

464 255

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

Join photos no. 1 and 2. Note sidewalk is one straight line-kindly watch when joining photos. gray stucco bldg., large ivory squares between 1st and 2nd floors windows, red brick trim. wherever indicated in picture, ivory window casing and frames; open work top ledge in ivory color, deep cream doors. #15 shades. concrete steps. iron railings & lamp posts at entrance. silver flag poles - show draped flag on tall ground flag pole. concrete walks. asphalt road. black iron balconies at right. Put leaves on trees. nice green grass. show flowers on few bushes in front. take out cars, poles, wires, gas station sign & pumps, tree at left is a weeping willow tr e. show leaves accordingly. put finished appearance to tree in center by adding short branches and leaves. Take out chimney, short flag pole on

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOLOR YES RETURN PHOTO. top of school, fence in front of entrance around tree, also fence on extreme right hand side of photo, finish curbing in immed. foreground. do not show as driveway

CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on cards to be customer. Please see to it that all cards or negatives are uniform and others are in harmony with each other to make an attractive set.

Rephoto

8.4 1 1/2

Rephoto

NOTE - M.O.

THE LEFT END OF THE BUILDING MARKED X HAS NO WINDOWS OR DOORS OR STEPS. IT IS A BLANK WALL THREE STORIES HIGH.

APR 3 1940

APR 3 1940

APR 3 1940

APR 3 1940

2

7 1/2

4-3

4-5 3/4

27 1/2

30

1 1/2

5-20-40

9

8-21-40

MAKEOVER

Charge to Ret = ? Day

EST. Make-over Time Required

	TIME	Time Recorded in Cost Dept.
RETOUCHING	1	
PHOTO-LITHO	1/2	
COMPOSING		
ART DESK, HC	1/2	
ENGRAVING		

6



8. 100-02-126

DIXIE NEWS COMPANY, CHARLOTTE, N. C.

NO. OB-H456

ORDER NO.

DATE 3/14/40

25	M	POST CARDS	ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)		
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO.	I	R. M. YES
TITLE (IN FULL) (IN SKY) JOHNSON C. SMITH		IMPRINT	SAME AS ABOVE	
UNIVERSITY, CHARLOTTE, N. C.		404 257		
		PHOTO PROPERTY OF	C.T.	

COLOR DESCRIPTION  
Bldg. at left. tan brick bld. white window casing & frames, white door frame, battleship gray door. concrete steps cream window shades white clock. copper numerals gray slate roof. close windows and show shades at same height. Bldg in center, red brick white trim, slate roofs. white tower with slate roof. bring out this bldg. Bldg. at right #36 brick bldg. pillars & trim off white. marble concrete steps railing, battleship gray, dark roof. concrete walks bring out the one to bldg. at right. bluish green evergreens along walk. nice green grass pretty sky and cloud effect. put leaves on trees take out all people and cars, poles & wires & tree in front of bldg. at right also fence along walk.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for this service. Please see to it that the order is filled in the proper manner. With each order to make an album.

5 1940

MAR 16 1940

MAR 15 1940

MAR 15 1940

3 4 3-15 3-17

97 1 3-21

212 2 3-14-40 3-16-40

8.20.40

40

no card  
4K



DIXIE NEWS COMPANY, CHARLOTTE, N. C.

NO. 0B-H457

ORDER NO.

DATE 3/14/40

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) (IN SKY) LITTLE THEATRE,  
CHARLOTTE, N. C.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

Base of bldg. on left hand side #48, bldg. #34 stucco. base in front below  
pillars concrete; steps concrete. pillars #15, fancy trim on top of pillars #13.  
doors white also window casings, drain pipes, triangle above pillars and out-  
standing narrow edge around top of bldg. Brown railing, copper lantern & plaque at  
entrance. put leaves on all trees. & bushes. nice green grass, bring out driveway  
in light color take out fence at left. show few bushes against bldg. in blossom  
using coloring to make nice harmony. pretty sky & cloud effect. take out sign on  
side of building and instead show name "LITTLE THEATRE" in black letters on ledge  
above pillars. CUT DOWN AS INDICATED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for this order. See  
see to it that all  
tives are uniform  
in harmony with each other  
to make an attractive set.

*Straight*

*big* 15 1940

DATE	NO.	REMARKS	COMPLETED
3/14/40	3		3/18/40
86	5-15		
30	1/3		5-17-40

*1-24-41*

~~Ret photo  
to office~~

*40. I 50 min including R.M.*

*12*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. OB-H458 ORDER NO. 36326 DATE 3-15-1940

CUSTOMER ALERT ADV. AGENCY  
GALVESTON, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL LUBBOCK, LUBBOCK, TEXAS  
AFFILIATED NATIONAL HOTEL

*in sky*

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

REMOVE: SIGNAL LIGHT AND WIRES, STREET LIGHT SHOWN  
IN LOWER LEFT HAND CORNER: "DRUGS" AND "HAMBURGERS"  
6 for 25¢ "SIGNS, TRUCK IN STREET, SCREEN DOORS  
FROM PORCH (LYING ON PORCH) STREAMLINE THE AUTOS  
LEFT IN PHOTO.

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

*Rush*

PHOTO RETURNED

TO

PHOTO USED FOR

MAR 16 1940

*7 1/2*  
*140*  
*13 1/2*  
*64-72*

*April*

*24.*

*45*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. OB-H459 ORDER NO. 36323 DATE 3-14-1940

CUSTOMER HOTEL MARION  
OCALA, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT FULL FACE

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL MARION "IN THE KINGDOM OF THE  
SUN", OCALA, FLA.

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE TISSUE OVERLAY & INSTRUCTIONS  
ATT'D.

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

COLOR DESCRIPTION

SEE TISSUE OVERLAY & INSTRUCTIONS ATT'D.

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

3M-1-2-39

MAR 16 1940

make DK. Blue impression



C AND H NEWS COL., HARLINGEN, TEXAS

NO. OB-H460

ORDER NO. 35859

DATE 3/16/40

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. SPEC. R. M. NO

TITLE (IN FULL) LOWER RIO GRANDE VALLEY OF TEXAS

IMPRINT SAME AS ABOVE

BOT - SUNSET ON THE RIO GRANDE RIVER

PUT AT BOTL OF FRONT - AMERICA'S BEST GRAPEFRUIT AND ORANGES GROW IN TEXAS VALLEY--GATEWAY TO MEXICO

PRIVATE NO. BEFORE TITLE -- 1

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

use photo no. 104818

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

yes RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ① PAT. NO. 1,797,775

3 MAR 18 1940 ESTIMATE

By \_\_\_\_\_ Date MAR 18 1940

DATE COMPLETED	DATE	DATE	DATE
MAR 18 1940	MAR 18 1940		
3 1/2 3-18	3-19		
11- 3-21-40			
226 1/2 3-25-40			
226 9/2 3-27-40			

3

45



NO. OB-H461

C AND H NEWS CO., HARLINGEN, TEXAS

ORDER NO. 35859

DATE 3/16/40

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. SPEC. R. M. NO	
TITLE (IN FULL) U. S. CUSTOM HOUSE AND GATEWAY BRIDGE, BROWNSVILLE, TEXAS, LOOKING TOWARDS MEXICO		IMPRINT SAME AS ABOVE	
PRIVATE NO. BEFORE TITLE --- 2		PUT AT BOT. OF FRONT - AMERICA'S BEST GRAPEFRUIT AND ORANGES GROW IN TEXAS VALLEY--GATEWAY TO MEXICO	
COLOR DESCRIPTION		PHOTO PROPERTY OF C.T.	

USE PHOTO NO. 1A3455

*Modernize 2 auto only*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF *yes* RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

**ESTIMATE** Cost *8* Left Checked

MAR 13 1940 MAR 18 1940

DATE	DESCRIPTION	AMOUNT	DATE COMPLETED
MAR 18 1940			MAR 18 1940
3 2	3-18		3-20 SC
84	3-21-40		
226			3-25-40
215	3-26		3-27

DATE PAID *84*

*make DX Blue impression*

13

47



C AND H NEWS CO., HARLINGEN, TEXAS

NO. OB-H462

ORDER NO. 35859

DATE 3/16/40

25 M

POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GRAPEFRUIT CLUSTER, 64 ON  
ONE LIMB, LOWER RIO GRANDE VALLEY OF  
TEXAS

In plate © GARDNER'S STUDIO

PRIVATE NO. BEFORE TITLE -- 3

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPEC. R. M. NO

IMPRINT SAME AS ABOVE

PUT AT BOT. OF FRONT - AMERICA'S BEST  
GRAPEFRUIT AND ORANGES GROW IN TEXAS  
VALLEY--GATEWAY TO MEXICO

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 1354-30

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

MAR 18 1940

MAR 18 1940

	DATE COMPLETED
MAR 18 1940	MAR 18 1940
9 1/2	3/18 JH
201 1/2	MAR 22-1940
214 9	

DATE SHIPPED

DATE TID

DATE HAND COLOR

DATE Photo Returned to Customer

By



C AND H NEWS CO., HARLINGEN, TEXAS

NO. 0B-H463

ORDER NO. 35859

DATE 3/16/40

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LOWER RIO GRANDE VALLEY  
OF TEXAS

BOT - 500 LBS. OF DATES AND A PEACH

In photo © GARDNER'S STUDIO

PRIVATE NO. BEFORE TITLE --- 4

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPEC. R. M. NO

IMPRINT SAME AS ABOVE

PUT AT BOTTOM OF FRONT - AMERICA'S BEST  
GRAPEFRUIT AND ORANGES GROW IN TEXAS  
VALLEY--GATEWAY TO MEXICO

PHOTO PROPERTY OF C.T.

USE PHOTO NO. 1344-30

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

DATE		Dept. Checked	
MAR 18 1940		DATE	MAR 18 1940
		DATE COMPLETED	
		MAR 18 1940	MAR 18 1940
1	1/2	3-18	3-17-36
14		3-18-40	
201	1/2	Mar-22	Mar 25
219	9	3-26-40	3-28-40

DATE BLUE PRINT

DATE 1/2

DATE HAND PRINT

7/4

47



C AND H NEWS CO., HARLINGEN, TEXAS

NO. OB-H464

ORDER No. 35859

DATE 3/16/40

25 M POST CARDS ART COLOORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) LOWER RIO GRANDE VALLEY OF  
TEXAS  
BOT - ORANGE CLUSTER

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. SPEC. R. M. NO  
IMPRINT SAME AS ABOVE  
PUT AT BOT. OF FRONT - AMERICA'S BEST  
GRAPEFRUIT AND ORANGES GROW IN TEXAS  
VALLEY--GATEWAY TO MEXICO

PRIVATE NO. BEFORE TITLE -- 5

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. A-866 AND CUT OFF ABOVE LINE ON TOP OF CARD  
USE ONLY THE PORTION OF VIEW BELOW LINE SO THE BROKEN BRANCH DOES NOT SHOW

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Rephoto

ESTIMATE			
MAR 19 1940			
MAR 19 1940			
2	2 1/2	3-19	3-21
80		3-21	
49	1 1/2		3-25
202	9 1/2	3-27	3-29



THE  
J. O. STOLL CO., CHICAGO, ILL.

NO. OB-H465

ORDER No. 35875

DATE 3/15/40

12 $\frac{1}{2}$

M

POST CARDS

(GROUP 2)

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LA GRANGE, ILLINOIS- HOME  
OF THE STREAM LINE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

I

R. M.

NO

IMPRINT SAME AS ABOVE

PRIVATE NO. ~~EXT~~ UPPER LEFT CORNER - L-1

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

10 Subjects on  
order for this customer. Please  
see to it that all negatives  
are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Best Deal Checked

MAR 15 1940

DATE COMPLETED

10	5	3-18-40
84	10-17-40	
30	2	3-21-40
11		

DATE HAND COMPLETED

57.  
46







*Straight*

THE J. O. STOLL CO., CHICAGO, ILL.

NO. 0B-H467

ORDER NO. 35875

DATE 3/15/40

12½ M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) COSSITT GRAMMAR SCHOOL,  
LA GRANGE, ILLINOIS

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER - L-3

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

See to it that all cards or negatives are uniform and in harmony with each other to make an attractive set.

*Post*  
MAR 19 1940  
Post Date Checked  
MAR 19 1940  
DATE COMPLETED  
MAR 19 1940  
2 3 3-17 3-21-40  
84 3-21-40  
226 12 3-25-40  
211 9 3-27-40  
DATE HAND COLOR PROOF  
By  
DATE HAND COLOR PROOF  
By

2

49



THE J. O. STOLL CO., CHICAGO, ILL.-

NO. 0B-H468

ORDER NO. 35875

DATE 3/15/40

12 1/2 M POST CARDS ART COLORTONE WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) EPISCOPAL CHURCH, LA GRANGE, ILLINOIS

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER -- L-4

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION

order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

1940 15 1940

DATE RECEIVED	DATE COMPLETED
MAR 15 1940	MAR 15 1940
11	2
49	12
216	8
3-27-40	3-28-40

DATE RECEIVED BY: DATE PHOTO RETAINED TO: DATE HAND COLOR FROM: DATE PHOTO RETAINED TO:



THE J. O. STOLL CO., CHICAGO, ILL.

NO. OB-H469

ORDER NO. 35875

DATE 3/15/40

12 1/2 M POST CARDS ART COLORTONE WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LA GRANGE PUBLIC LIBRARY,  
LA GRANGE, ILLINOIS

FRONT NO.

I

R. M.

NO

IMPRINT

SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER --- L-5

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SHADE OR BLOCK OUT BRASS PLATE CARRYING THE NOTATION "LA GRANGE HEALTH  
CENTER"

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for this material. Please  
see to it that all order in-  
tives are uniform and that the  
in harmony with the design  
to make the appearance.

*Strait*

ESTIMATE

MAR 15 1940

DATE	DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL
MAR 13 1940	MAR 13 1940			
		3	3-28	31.50
		86	3-21	
		30	3-22-40	
		206	3-27	3-29

DATE PAID: MAR 15 1940

DATE PAID: MAR 15 1940



THE J. O. STOLL CO., CHICAGO, ILL.

NO. 0B-H470

ORDER NO. 35875

DATE 3/15/40

121 M POST CARDS ART COLORTONE WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

NO

TITLE (IN FULL) CONGREGATIONAL CHURCH,  
LA GRANGE, ILLINOIS

IMPRINT

SAME AS ABOVE

PRIVATE NO. ME UPPER LEFT CORNER -- L-6

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for this company. Please  
see to it that all orders are  
tives are in line and correct  
in harmony with the company  
to make an excellent job.

*Straight  
paper on both  
sides*

MAR 19 1940

Post Dept. Chicago

MAR 19 1940

DATE RECEIVED	DATE ENTERED DEPT.	DATE COMPLETED
	MAR 19 1940	MAR 19 1940
6 4	3-19	3-20 SC
79		
30 12		3-22-40
226 4		3-28-40

DATE RECEIVED CARD

DATE FILED

DATE HAND COLOR PHOTO MADE

DATE Photo Returned to Customer

6

49



THE J. O. STOLL CO., CHICAGO, ILL.

NO. OB-H471

ORDER NO. 35875

DATE 3/15/40

12 $\frac{1}{2}$  M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) HIGH SCHOOL, LA GRANGE,  
ILLINOIS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER --- L-7

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Straight*

MAR 18 1940

MAR 18 1940

DATE COMPLETED

16 3

3/20 *gr*

80

3-20

225 1/2

22 *Mord*

2/3

9

3/27/40

3/28/40

DATE DATE

DATE DATE

by

49



THE J. O. STOLL CO., CHICAGO, ILL.

NO. 0B-H472

ORDER NO. 35875

DATE 3/15/40

12<sup>1</sup>/<sub>2</sub> M POST CARDS ART COLORETONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CHURCH OF SAINT FRANCIS  
XAVIER, LA GRANGE, ILLINOIS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER -- L-8

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for this material. Please  
see to it that all cards or neg-  
atives are uniform and so ordered  
in harmony with each other  
to make an attractive set.

*Straight*

ESTIMATE

MAR 19 1940

Cost Est. Checked

DATE

DATE	DEPT.	DATE	COMPLETED
MAR 19 1940		MAR 19 1940	
	4		
	50	3-27-40	
	30	1/2	3-25-40
	214	7	

DATE PAID BY

DATE PAID BY

DATE PAID BY



D 16

# ATTENTION!

Reflects on  
order for this set. Please  
set to it that all the neg-  
ative are uniform and are  
in harmony with each other  
to make an attractive set.

THE J. O. STOLL CO., CHICAGO, ILL.

NO. 0B-H473

ORDER NO. 35875

DATE 3/15/40

12 1/2	M	POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)		
PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.)		FRONT NO.	I	R. M. NO
TITLE (IN FULL) U. S. POST OFFICE, LA GRANGE, ILLINOIS		IMPRINT	SAME AS ABOVE	
PRIVATE NO. UPPER LEFT CORNER --- L-9		PHOTO PROPERTY OF	CUSTOMER	
COLOR DESCRIPTION				

SUBMIT: RET. PHOTO    B. L. & W. PROOF    HANDCOL PROOF **YES**    RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

**ESTIMATE**    Post Dept. Checked

MAR 15 1940    No.    Date MAR 15 1940

	DATE	PAID TO	DATE
	PAID TO	DEPT.	COMPLETED
		MAR 15 1940	MAR 15 1940
	10	3	3/19 9
	80	3-20	
	30	1/2	3-21-40
	215	8-3	3-28

DATE BLANKET ORD. 1    DATE    (24)

DATE HAND OVER BOOK ORD.    DATE Photo    1

12

46



THE J. O. STOLL CO., CHICAGO, ILL.

NO. B-H474

ORDER NO. 35875

DATE 3/15/40

12 1/2 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FIRST METHODIST CHURCH,  
LA GRANGE, ILLINOIS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER --- L-10

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION

10  
ORDER NO. 35875  
DATE 3/15/40  
TITLES ARE UNIFORM AND COLORS ARE  
IN HARMONY WITH EACH OTHER  
TO MAKE AN ATTRACTIVE SET.

Rephoto  
paper on both sides

MAR 18 1940		MAR 19 1940	
10 5		3/20 9	
30 1 1/2		3-22-40	
207 9			

DATE Photo Returned to Customer  
By

11  
49



NO. 0B-H475

C AND H NEWS CO., HARLINGEN, TEXAS

ORDER NO. 35864

DATE 3/18/40

121 M POST CARDS ART COLOR TONE WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. SPEC. R. M. NO
TITLE (IN FULL) MUNICIPAL AUDITORIUM, HARLINGEN, TEXAS	IMPRINT SAME AS ABOVE
PUT IN SMALL TYPE - Photo by Holbrook	PUT AT BOT. OF FRONT - "AMERICA'S BEST GRAPEFRUIT AND ORANGES GROW IN TEXAS VALLEY--GATEWAY TO MEXICO"
PRIVATE NO. BEFORE TITLE --- 17	
	PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Dept. Checked 1.

MAR 18 1940

DATE COMPLETED

MAR 19 1940

MAR 19 1940

3 4 3-19 3-20

80 3-20

201 11/2 MAR 22-40 7/12-40  
415 8/2 3-28 4-2

DATE BLU...

DATE MAR...

3

49



C AND H NEWS CO., HARLINGEN, TEXAS

NO. 0<sup>1</sup>-H476

ORDER NO. 35865

DATE 3/16/40

25 M POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: <u>UPPER</u> LOWER, CENTER - BORDER.	FRONT NO. <u>SPEC</u> R. M. <u>NO</u>	
TITLE (IN FULL) A HOME IN TROPICAL SETTING LOWER RIO GRANDE VALLEY, TEXAS	IMPRINT SAME AS ABOVE	
	PUT AT BOT. OF FRONT - AMERICA'S BEST GRAPEFRUIT AND ORANGES GROW IN TEXAS VALLEY--GATEWAY TO MEXICO	
PRIV ATE NO. BEFORE TITLE --- 20	PHOTO PROPERTY OF	CUSTOMER
COLOR DESCRIPTION		

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF yes RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,797,775

		DATE COMPLETED
	MAR 18 1940	MAR 18 1940
	3-18	3-18
	3-20-40	
	49 1/2	3-21
	226 9/2	4-2-40

DATE RECEIVED \_\_\_\_\_  
DATE PAID \_\_\_\_\_  
DATE PAID \_\_\_\_\_

4

47



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL No. OB-H477 ORDER NO. 36347 DATE 4-5-1940

CUSTOMER KITTREDGE COLEMAN & CO.  
DUNNELLON, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M500 POST CARDS SIZE (GROUP 3) **XX** 3½ x 5½

STYLEART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow ☒ out  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full RAINBOW COTTAGES, 4 MILES NORTH OF  
DUNNELLON, FLA. (ETC.)

FRONT NO. 5 (All of this on address side)  
R. M. ☒ Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

☒ Submit ☒ Sketch ☒ Layout ☒ Retouched Photo ☐ Wash Drawing  
Follow Layout

SEE SKETCH, TISSUE OVERLAYS & INSTRUCTIONS  
ATT'D. SUBMIT RETOUCED PHOTOS TO OFFICE.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
☒ Blue Print ☒ Handcolor ☐ Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH, TISSUE OVERLAYS & INSTRUCTIONS ATT'D.

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

3M-1-2-39

49 4-17  
57-4-26-40  
-4-29-40

*MW*

APR 8 1940

*make red impression  
" DK. Blue*

5 — 1  
1 — 2  
3 — 2  
4 — 5

X  
ST.  
81



DATE 3-19-1940

## ATTENTION!

25	M	POST CARDS	ART COLORTONE	FULL FACE
----	---	------------	---------------	-----------

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(IN KY) GRANVILLE STREET

POST OFFICE, ROYAL BANK BUILDING AND  
ROGERS BUILDING  
VANCOUVER, B.C. CANADA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

10

R. M.

NO

• IMPRINT SAME AS ABOVE

IMPRIME AUX ETATS UNIS D' AMERIQUE  
(TO BE PUT UNDER THE WORDS POST CARD ON  
FRONT)

PUT PLATE ~~NO~~ ON FRONT  
NO C.T. MARKS.

PHOTO PROPERTY OF

C.T.

### COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ESTIMATE

~~Post~~ Dept. Checked

MAR 26 1940

Date MAR 6 1947

DATE	DATE FILED CPT.	DATE COMPLETED
	MAR 21 1945	MAR 1 1945
1 8	3-20	3-21-5
77		
210	13 1/4 10 1/2	3-28 3-29

LIBRARY

[illegible]

1

Liu

DATE FILED \_\_\_\_\_ PAGE # \_\_\_\_\_

Plate Return to Company

By

1. *Phragmites australis* (Cav.) Trin. ex Steud.



THE COAST PUBLISHING CO., VANCOUVER, B.C.

NO. OB-H479

ORDER NO. 35885

DATE 3619640

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 10 R. M. NO

TITLE (IN FULL) (IN SKY) ~~IRTEL HOTEL VANCOUVER~~  
GEORGIA HOTEL, COURT HOUSE AND VANCOUVER  
BLOCK, VANCOUVER, B.C. CANADA

IMPRINT SAME AS ABOVE  
IMPRIME AUX ETATS UNIS D' AMERIQUE  
(TO BE PUT UNDER THE WORDS POST CARD ON  
FRONT)

PUT PLATE NO. ON FRONT  
NO C.T.MARKS.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

*Red Title*

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

*6/28/40*

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subject on  
order for the customer. Please  
see to it that the  
titles are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Est. Dept. Checked	
MAR 20 1940		MAR 20 1940	
QUANTITY	UNIT PRICE	TOTAL	REMARKS
25	8	200	MAR 21 1940
25	6	150	MAR 21 1940
25	8 1/2	212 1/2	3-25-40
201	2	402	3-28-40
55	11 1/2	625	4-5
			4-11

DATE ORDERED

DATE Filled

By

By

DATE HANDLED

DATE Photo sent

By

51



PALMER NEWS CO., TOPEKA, KANSAS,

NO. OB-H480 /

ORDER NO. 35894 /

DATE 3/20/40

12 1/2 M POST CARDS ART COLORTONE WHITE BORDER,

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I, R. M. NO,

TITLE (IN FULL) COMBINE, HARVESTING WHEAT  
IN KANSAS /

IMPRINT SAME AS ABOVE,

PHOTO PROPERTY OF C.T.,

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

MAR 20 1940

DATE  
COMPUTED

4 3 3 20

3-22-40

226 1/2

3-28-40

226 9

4-3-40

DATE ORDER

DATE FOR

DATE HAND COLOR PROOF

DATE HAND COLOR PROOF

By

ST.  
51



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. OB-H481

ORDER NO. 6404

DATE 3-19-1940

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER REGAL KNITTING CO.  
NEW YORK CITY, N.Y.

6 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full REGAL KNITTING CO., INC.,  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATT'D.

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATT'D & SAMPLES OF SWEATERS & SOCKS IN STOCK  
ROOM

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO  
YES  
NO

PHOTO RETURNED

TO

PHOTO USED FOR

3M-1-2-39

49

3-28

HC. 2'4  
LQ. 12

5x7

5 1/2

*Red. Retouching 200  
(approx) 1st*

*change to add S.E.  
Mm*

*RWSH*

MAR 21 1940

2 — 1 1/2 hrs.  
3 — 4 hrs



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL NO. B-H482 ORDER NO. 36403 DATE 3-27-1940

CUSTOMER FRED E. COOPER CO.  
TULSA, OKLAHOMA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3½ x 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full FRED E. COOPER - ALLIS-CHALMERS WINCH  
TRACTOR

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE SKETCH & INSTRUCTIONS ATT'D. CUSTOMER'S  
NAME SHOULD SHOW ON SIDE OF TRACTOR, SO IF THIS  
CAN BE DONE IN SMALL LETTERS, DO SO. COPY ON  
BOTTOM OF CARDS WHOULD BE SAME STYLE OF LETTERING

AS ON FRED. E. COOPER LETTERHEAD AND SHADED WITH SOME LIGHTER COLOR, THE REST OF THE  
COPY CAN BE PLAIN TYPE LETTERS SHOWING IN WHITE THROUGH THE MIDNIGHT BLUE GROUND.

FOLLOW SKETCH FOR DESIGN.

COLOR DESCRIPTION

FOLLOW SKETCH FOR COLORING AND LETTER OF INSTRUCTIONS ATT'D FOR CORRECTIONS.

PHOTO RETURNED

TO

PHOTO USED FOR

49 4-4

56 4-17

MAR 30 1940

make DK. Blue impression

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO



SEAWALL SPECIALTY CO., HOUSTON AND GALVESTON, TEXAS

NO. 05-H483

ORDER NO. 35918

DATE 3/20/40

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SAN JACINTO MEMORIAL CHAPT  
AT SAN JACINTO BATTLEGROUND

AT BOT. IN SMALL TYPE - See Other Side

PRIVATE NO. UPPER LEFT CORNER -

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M. YES same as 8A4162  
IMPRINT SAME AS ABOVE

6B4 453  
PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

MAR 20 1940

Cost Dept. Checked

By MAR 20 1940

Date

MAR 21 1940

DVB  
COMPLETED.

MAR 21 1940

8 4

3/22 Gr

78

226 1/2  
207 8 1/2

3-26-40

4-8-41

15  
m. p. card  
55



NO. OB-H484

ORDER NO.

DATE 3/21/40

25 M

## POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. **I** R. M. NO

TITLE (IN FULL)

IMPRINT      NONE

PHOTO PROPERTY OF **CUSTOMER**

### COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

# ESTIMATE

Cost Dept. Checked

MAR 22 1940

340

1877

DATE  
COMPLETED

3

4

3-23

3-205

30

17c

4-12-40

4-1-40

4-16-40

DATE PAID BY \_\_\_\_\_

\_\_\_\_\_

b.

24

DATE RUN: 03/02/2011 11:11:11

DATE INFO FROM THE CUSTOMER:

By

## ATTENTION!

order for the customer. Please see to it that all one or negative or affirmative colors are in harmony with each other to make an affirmative set.

Rephotos

~~Red photo to office!~~

3





GEORGE J. BERTON, BRONX, N. Y.

NO. 0B-H485

ORDER NO.

DATE 3/21/40

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

6 subjects on  
order for this customer. Please  
see that all color or nega-  
tives, prints and colors are  
in harmony with each other  
to make an attractive set.

MAR 21 1940

ESTIMATE

SCHEDULE

MAR 21 1940

DATE	TIME	ENTERED	DATE COMPLETED
		MAR 21 1940	
	1	4	3-21
	84		3-25-40
	36	1 1/2	3-29-40
	48	8 3/4	4-12-40
			4-15-40

*Ret photo to office!*

A-56



GEORGE J. BERTOLI, BRONX, N. Y.

NO. 0B-H486

ORDER NO.

DATE 3/21/40

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

NO

TITLE (IN FULL)

IMPRINT

NONE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

GREEN ROOF at left side.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,375

ATTENTION!

Subjects on order for this customer. Please see to it that all sets or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE		3	
DATE	TIME	DATE	TIME
		MAR 22 1940	MAR 22 1940
6	4	3-21	3-21-40
84		3-22-40	
30	1 1/2		3-25-40
57	9	4-12-40	4-15-40

DATE

DATE

By

DATE Photo Returned to Customer

*Ret photo to office!*

6

#



NO. OB-H487

ORDER NO.

DATE 3/21/40

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

NO

TITLE (IN FULL)

## IMPRINT

NONE

PHOTO PROPERTY OF

CUSTOMER

### COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

## ATTENTION!

order for the [redacted] [redacted].  
see to it that all [redacted] [redacted]  
relative are understood [redacted] [redacted]  
in harmony with [redacted] [redacted]  
to make an attractive set.

~~Not what to give!~~

DATE	TIME	TIME	DATE
MAR 22 1940	3	6	MAR 22 1940
MAR 23 1940	30	3-25	MAR 23 1940
MAR 24 1940	30	1 1/2	MAR 24 1940
MAR 25 1940	33	9	MAR 25 1940

1111. 100d.

By

DATE 11-20-1921

3

# History



GEORGE J. BERTOLI, BRONX, N. Y.

NO. 0B-H488

ORDER NO.

DATE 3/21/40

25 M

POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL)

IMPRINT NONE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SIGN FANCY DIFFERENT COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

21 1940

2 5 3-21 3-22 86

841 3-25-40

30 1 1/2 3-27-40

54 8 1/2 4-10-40 4-12-40

RL

Ret photo to office!

2



GEORGE J. BERTOLI, BRONX, N. Y

NO. 0<sup>B</sup>-H489

ORDER NO.

DATE 3/21/40

25 M POST CARDS

ART CODORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

NO

TITLE (IN FULL)

IMPRINT NONE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

USE THE HORIZONTAL VIEW BUT SHOW WATER SAME AS ON VERTICAL VIEW. THEN MAKE NIGHT VIEW WITH LOTS OF COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Rephoto  
Paper on sides

Make print  
on 8 X 10



MAR 25 1940

MAR 25 1940

MAR 25 1940

MAR 25 1940

8

8

3/27/40

84

3-30-40

225

1 1/2

1 Tip

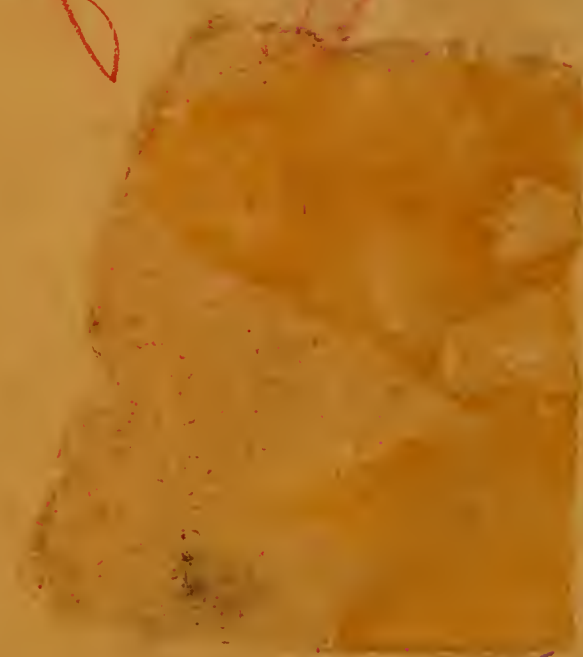
55

8 1/2

4-12

4-15

~~Rel photo to office!~~



60



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. OB-H490 ORDER NO. 36421 DATE 3-20-1940

CUSTOMER BRANT LINEN CO.  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full DELIGHTFULLY DIFFERENT (ETC.)

FRONT NO. None (All of this on address side) R. M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE INSTRUCTIONS ATT'D.

COLOR DESCRIPTION

SEE INSTRUCTIONS, PENCIL SKETCH & SAMPLE CARDS & SAMPLE LINEN ATT'D.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

49

3-29

Red 6 1/2  
Hc 1 1/2  
Lat 9 54

MAR 2 1940



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL No. 0B-H491 ORDER NO. 36418 DATE 3-20-1940

CUSTOMER LAKE VIEW PLACE  
BATH, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE **AR** PHOTO COLORIT FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full LAKE VIEW PLACE - ON LAKE SALUBRIA,

BATH, N.Y. FRANK L. HOUSE, PROP.

FRONT NO. 5

(All of this on address side)

R. M. ☒ Yes No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

☒ Blue Print — ☒ Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

CUT OFF LOWER PORTION OF PHOTO. ADD SKY  
FOR PROPORTION. SEE INSTRUCTIONS ATT'D.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATT'D.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

3M-1-2-39

MAR 23 1940

#30, 3-28-40

Ref 4  
4c 1 1/2  
Lat 9

MAR 23 1940

L.H.

56



3

CURT TEICH & CO., CHICAGO, ILLINOIS

NO. OE-H492

ORDER NO. 35950

DATE 3/22/40

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. J R. M. NO

IMPRINT NONE

Put in SMALL TYPE IN LOWER BORDER ---  
Curt Teich & Co., Inc.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE SKETCH AND INSTRUCTIONS ATTACHED.

*Robert  
Kuhagau*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*g-a  
B  
C  
D*

ESTIMATE

MAR 23 1940

Est Dept. Checked

MAR 23 1940

10 5  
10 7

79

1201 15

DATE

*2/1*

ST.  
57



ORDER NO. 36429

DATE 3-22-1940

XXIX WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. I

R. M. YES Same as

TITLE (IN FULL) LOOKING DOWN INTO WORLD'S  
LARGEST HAND DUG WELL, GREENSBURG, KANSAS  
BOT-COMPLETED IN 1888

IMPRINT SAM NONE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS TT ATT'D.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

MAR 30 1948

~~MAR 23 1974~~

COMPLETED

MAR 30 1940

WAR 1910

112

4/29

80

4-3

49 1 1/2

4-5

48

8

4-3-40

4-11-40

[illegible]

By \_\_\_\_\_

69



NO. OB-H494

DISTRIBUTED BY CEDAR RAPIDS NEWS AGENCY,  
CEDAR RAPIDS, IOWA

ORDER NO. 36434

DATE 3-22--1940

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STEWART MEMORIAL LIBRARY,  
COE COLLEGE, CEDAR RAPIDS, IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*[Handwritten signature]*

*[Handwritten initials]*

MAR 25 1940

			DATE COMPLETED
		MAR 25 1940	MAR 25 1940
	10 3		3/27/40
	79		
HAND COL PROOF	226 1 1/2		4-1-40
PRINTED	226 8		4-5

DATE DUE: 4-1-40

DATE PAID: 4-1-40

*[Handwritten signature]*

St. 60



DISTRIBUTED BY CEDAR RAPIDS NEWS AGENCY,  
CEDAR RAPIDS, IOWA

NO. OB-H495

ORDER 36434

DATE 3-22-1940

12M 500 POST CARDS

ART COLORTONE

FULL PAGE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. XXXXXXX NO

TITLE (IN FULL) ST. LUKE'S METHODIST HOSPITAL,  
CEDAR RAPIDS, IOWA

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*Rejection  
paper on sides*

*D 54 54*

*MAP 140*

*M 42*

DATE RECEIVED	DATE COMPLETED
MAR 25 1940	MAR 25 1940
6 5 3-25	3-27 34
20 3-28	
225 4-4	1 April 4-5
115 9	
DATE RECEIVED	DATE COMPLETED
By	By
DATE HAND CARRIED	DATE HAND CARRIED
By	By

*6*

*60*



DISTRIBUTED BY CEDAR RAPIDS NEWS AGENCY,  
CEDAR RAPIDS, IOWA

NO. 0B-H496

ORDER NO. 36434

DATE 3-22-1940

*Ref. note  
paper on bottom*

12 M 500 POST CARDS		ART COLORTONE	FULL PAGE
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. I	R. M. NO
TITLE (IN FULL) BENJAMIN FRANKLIN HIGH SCHOOL, CEDAR RAPIDS, IOWA		IMPRINT SAME AS ABOVE	
<i>In shy</i>		PHOTO PROPERTY OF CUSTOMER	

COLOR DESCRIPTION

SEE INSTRUCTIONS ATT'D.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

MAR 28 1940		MAR 26 1940	
3 4		3-20 3-27 SC	
HAND COLOR PROOF 225 1 1/2		1. Apr.	
ART. PROOF 202 9		4-4-40 4-5-40	

DATE RECEIVED BY \_\_\_\_\_ DATE PAID \_\_\_\_\_  
By \_\_\_\_\_  
DATE PAID COLOR \_\_\_\_\_  
By \_\_\_\_\_

13

*Ref. note*



18

Shot 8.  
10/11

REX HECK NEWS CO., CLARKSBURG, W. VA.

NO. OB-H497

ORDER NO. 36440

DATE 3-21-1940

12 M 500 POST CARDS	ART COLOR TONE	WHITE BORDER
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		
TITLE (IN FULL) GREETINGS FROM CLARKSBURG, W. VA. PRINT SAME AS ABOVE		
SMALL TYPE: (C) CURT TEICH & CO., INC.		
PHOTO PROPERTY OF C.T.		

COLOR DESCRIPTION

SEE CARDS ATT'D. Customer likes Blue

Back and 7442387, in lower right corner use  
Court House

SUBMIT: RET. PHOTO B. L. & W. PROOF HAND COLOR PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

APR 3 1940	APR 3 1940
APR 3 1940	APR 3 1940
15 7	4/9 9
15 6	
79	4-10
214 13 1/2	
DATE PAID	DATE PAID
DATE PAID	DATE PAID

55  
73



NO.0B-H498

KILLY NEWS AND STATIONERY STORE, MARIETTA, OHIO ORDER NO. 36442

DATE 3-21-1940

12 M 500 POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: <u>UPPER</u> LOWER. CENTER - BORDER.		FRONT NO. <u>I</u> R. M. <u>NO</u>
TITLE (IN FULL) FAMOUS INDIAN MOUND, MOUND CEMETERY, MARIETTA, OHIO		IMPRINT SAME AS ABOVE
		PHOTO PROPERTY OF <u>C.T.</u>

COLOR DESCRIPTION

USE PHOTO NO. 82689. COLOR XXX WORK ON 82689 IS VERY GOOD AND CUSTOMER WANTS YOU TO FOLLOW IT AND NOT GET A LOT OF YELLOW ON THE NEW ART COLORTONE CARD OF THE SAME SUBJECT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

MAR 23 1940		MAR 24 1940	
DATE	TIME	DATE ENTERED DEPT.	DATE COMPLETED
		MAR 23 1940	MAR 23 1940
	4 1	3-23	3-23-40
	79		
	30 1/2		4-2-40
	9		

DATE RECEIVED BY \_\_\_\_\_ DATE Filed \_\_\_\_\_  
By \_\_\_\_\_  
DATE WHEN PHOTO RETURNED \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_  
By \_\_\_\_\_

4

51



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO  
YES  
NO

DIAL NO. OB-H499 ORDER NO. 36453 DATE 3022-1940

CUSTOMER KAYS LAUNDRY & CLEANING INC.  
COVINGTON, KY.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12M 500 POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full KAYS LAUNDRY AND CLEANING (ETC.)

*only copy:  
(colored sketch)*

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE TISSUE OVERLAY, SKETCH AND ~~TEXT~~  
FOLLOW SKETCH FOR RETOUCHING. USE  
PHOTO THAT MAKES THE BEST COPY.

CUSTOMER WANTS SMOKESTACK STRAIGHTENED.

COLOR DESCRIPTION

SEE TISSUE OVERLAY, SKETCH & FOLLOW SKETCH FOR DESIGN AND COLOR TREATMENT.

CUSTOMER HAS SELECTED PANEL #3 ON THE BACK OF WHICH YOU WILL FIND HIS O.K.  
PLEASE CHANGE ORANGE COLOR NOW SHOWN ON SKETCH TO THE SAME COLOR OF RED  
AS SHOWN ON PANEL #3. ~~XXXXXXXX~~

3M-1-2-39

PHOTO RETURNED

TO

PHOTO USED FOR

99

4-3

HC-12

LA. 5<sup>34</sup> 54

MAR 23 1940

MAR 23 1940

*make DK. Blue  
" Red  
" orange*



INTERMEDIATE NEWS AGENCY, BURLINGTON, IOWA

NO. 08-H500

ORDER NO. 35971

DATE 3/25/40

12 1/2 M POST CARDS ART COLOR TONE WHITE BORDER  
(ALL OF THIS ON THE ADDRESS SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) GREETINGS FROM EURLINGTON, IOWA  
FRONT NO. I R. M. ~~NO~~ *yes*  
IMPRINT SAME AS ABOVE

PUT KIN LOWER LEFT BORDER IN SMALL TYPE  
(c) Curt Teich & Co., Inc.,

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

IN MAKING UP THE ABOVE USE PHOTOS NOS. 8AH2653, 8AH2632, 6A286, 87791, A14403, 4968-29, 4972-29, 5A204 AUDITORIUM, COURT HOUSE (PHOTOS OF THE LAST TWO ARE ATTACHED) (COLORING ON THE COURT HOUSE AS FOLLOWS - CREAM BRICK, SANDSTONE TRIM. LIGHT GREEN FRAMES. GOLD LETTERS. STAINLESS STEEL DOORS.) MEMORIAL AUDITORIUM IS CREAM BRICK

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL. PROOF *YES*

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*skt 5*  
*1hr*

*D1100*

DATE		DATE	
COMPLETED		COMPLETED	
APR 2 1940		APR 2 1940	
6		6	
6 4-3		4-9 58	
14		4-12	
4		4	

I would suggest, you make the following corrections  
The Bridge should be more out-standing.  
Court House should be front door and steps.  
Steamboat should be dropped down so as to get better view of Boat.  
Swimming Pool should have Diving Board in picture, to show it is a pool.  
Fountain too high, looks more like a monument, in place of water.

*NO*

*CORR. ON SKETCH*  
*Made*  
*4/1/40*

*5*

*72*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL NO. OB-H501 ORDER NO. 36469 DATE 10/22/40

CUSTOMER  
SENECA HOTEL  
COLUMBUS, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLOREONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full  
SENECA HOTEL  
COLUMBUS, OHIO

HALF BLOCK EAST OF MEMORIAL HALL

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

FOLLOW SKETCH AND INSTRUCTIONS ATTACHED.

**MAKEROVER**

Charge to Ret Dept.

EST. 1/2 Total Required

RETOUCHING

ENGRAVING

ART DEPT.

ENGRAVING

NOV 22 1940

Lo =  
Ret 11  
Ret 20 49 11-6  
Ret 12 49 12-3  
1 1/4 Hr. Corz.

OCT 24 1940



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. OB-H503 ORDER NO. 36488 DATE 3-25-1940

CUSTOMER MONTANA FLOUR MILLS  
CLEVELAND, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS

SIZE

3½ x 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SAPPHIRE FLOUR PRIZES WON IN BAKING  
CONTESTS AT THE 1940 CLEVELAND ~~XXXX~~ FOOD SHOW  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side) R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C.T. Imprint No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

FOLLOW ATT'D LAYOUT, INSTRUCTIONS  
& SEE SAMPLE FLOUR SACK ATT'D.

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

FOLLOW ATT'D LAYOUT, INSTRUCTIONS AND SEE SAMPLE FLOUR SACK ATT'D.

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

3M-1-2-39

MAR 28 1940



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 0B-H504 ORDER NG6487

DATE 3-25-1940

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER UNIVERSAL POTTERIES, INC.  
CAMBRIDGE, OHIO

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full UNIVERSAL REFRIGERATOR WARE - A

DEFINITE SALES BOOSTER... (ETC. AS PER COPY)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120 133 150 175

SEE SKETCH ATT'D.

COLOR DESCRIPTION

SEE SKETCH ATT'D. THE COLORS THAT MATCH CUSTOMER'S COLORS CLOSELY ARE YELLOW #1,  
BLUE #4, ORANGE #6 AND GREEN #29, WHICH IS THE ONE COLOR THAT SEEMS TO BE BAD.  
IF YOU CAN MATCH CUSTOMER'S GREEN (ON SKETCH) PLEASE DO SO.

*Revise*

*make red impression*

MAR 26 1940

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

#30, 4-1-40

*Photo 1  
But 6 1/2  
1/2 1 1/2  
Part 9 1/2*

216

4/6 - 4/9



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. OB-H505 ORDER NO. 36486 DATE 4-22-1940

CUSTOMER NEW GOVERNOR HOTEL  
OLYMPIA, WASHINGTON

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M 500 POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLEART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ~~NEW GOVERNOR HOTEL~~ - OLYMPIA,  
WASHINGTON

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATT'D.

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH ATT'D. PREFERS LIGHTER RED IN PLACE OF BRICK RED COLOR.

PHOTO RETURNED

TO

PHOTO USED FOR

47 5-1  
57-5-22-40  
-5-27-40

APR 25 1940

Make Red impression

3 — 3  
3 —  $1\frac{1}{2}$  hrs.  
6 — 3 hrs.  
4 1/2 hrs.



DATE 3/26/40

25	M	POST CARDS	ART COLORTONE	<i>Book 2</i>	W/ITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)			(ALL OF THIS ON THE ADDRESS SIDE)		

TITLE (IN FULL) RESIDENCE OF JULY GARLAND,  
BEL AIR, CALIFORNIA

FRONT NO. 2 R. M. NO  
IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 848

PHOTO PROPERTY OF CUSTOMER

### COLOR DESCRIPTION

SEE TISSUE OVERLAY FOR COLOR INSTRUCTIONS & INSERTION OF PHOTO OF JUDY

GARLAND 'EXPICTIVE'

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF YES      RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

1. *Reg. 10.10.10*

in 3BH 118

~~1244~~ 26 1948

Post ~~Dr.~~ Checked

By MAE  
Date \_\_\_\_\_

DATE  
COMPLETED

MAR 28 1940

MAR 28 1962

8 6

4/1 Jr

79

4-3-15. B.

30

4-3-40

210

1311

4-11

4-15

1888

DATE \_\_\_\_\_

$\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$

... in a letter to the ...

8



NO. OB-H507

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.

ORDER NO. 35980

DATE 3/26/40

25 M POST CARDS ART COLORTONE *Group 2* WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) HOME OF MR. & MRS. TYRONE  
POWER (ANNABELLA) BRENTWOOD, CALIFORNIA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE -- 824

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE TISSUE OVERLAY FOR COLOR INSTRUCTIONS AND INSERTION OF PHOTO OF  
TYRONE POWER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

*2 Photos*

order for this form - 10¢  
we do not charge for  
color description  
it is included with each order  
to make an attractive set.

MAR 28 1940

Est. L. & Co. Checked

MAR 28 1940

MAR 28 1940

MAR 28 1940

15 4

79

4-3-40 H, B

49

13/4

4-3

210

93/4

4 -

4-12

DATE ESTIMATED

DATE HAND COLOR PROOF

By

PROOF RETURNED TO CURT

*Submit to Office*

63



DATE 3/26/40

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PHOTO PROPERTY OF C.I.

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF **YES**      RETURN PHOTO.

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

order for the  
see to it that  
tives are not  
in harmony with  
to make an attractive

1 Replicate

3

65



1 Photo

ATTENTION!

Order for this photo set to 24 inch x 36 inch. The photo set are uniform and colors are in harmony with each other to make an attractive set.

NO. OB-H509

WESTERN PUBLISHING & OVERLY CO., LOS ANGELES, CALIF.

ORDER NO. 35980

DATE 3/26/40

25 M POST CARDS ART COLORTONE (GROUP TWO) WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) RESIDENCE OF ALICE FAYE,  
BEVERLY HILLS, CALIFORNIA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 846

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

FOR SEE TISSUE OVERLAY FOR COLOR INSTRUCTIONS AND INSERTION OF PHOTO OF

ALICE FAYE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

MAR 28 1940

MAR 28 1940

MAR 28 1940

MAR 28 1940

11 4-1

3/29

74

4-2

210 13/4

4-3

4-3

213 9/2

4-10-40

4-12-40

Submit to  
officer

63



WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF. NO. 02-11510  
ORDER NO. 35980  
DATE 3/26/40

25 M POST CARDS ART COLOR-TONE (GROUP TWO) WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) RESIDENCE OF MYRNA LOY NEAR  
BEVERLY HILLS, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 817

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE TISSUE OVERLAY FOR COLOR INSTRUCTIONS AND INSERTION OF PHOTO OF MYRNA LOY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Order for this material must be placed with the publisher of the material to be reproduced. The publisher will be glad to make an attractive set.

1 Replato

ESTIMATE		Cost Dept. Checked	
MAR 28 1940		MAR 28 1940	
		DATE COMPLETED	
MAR 28 1940		MAR 28 1940	
18-4	5		
74	4-2		
282	134 4-3	4-3	
216	934 4-10-	4-11	

DATE RECEIVED

DATE RECEIVED

R-



1 Beckwith

DATE 3/26/40

DATE 3/26/40

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

SEE TISSUE OVERLAY FOR COLOR INSTRUCTIONS AND INSERTION OF PHOTO OF GENE AUTREY

in 3 BH/123

YES RETURN PHOTO.

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

Feb

28 1340

Post Exp. Checked

MAR 25 1941

DATE  
COMPLETED

MAR 2 1943

17 4 1/2 ✓

3/295

79

226 1 3/4

4-4-40

214. 932

د. محمد باقر

63



62



NO. 0B-H513

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.

ORDER NO. 35980

DATE 3/26/40

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

TITLE (IN FULL) RESIDENCE OF BOB BURNS,  
REL AIR, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

2

R. M.

NO

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 823

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE TISSUE OVERLAY FOR COLOR INSTRUCTIONS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ① PAT. NO. 1,797,775

ATTENTION!

Order for this service. Please  
see that all photos are  
taken in uniform and colors are  
in harmony with each other  
to make an attractive set.

MAR 26 1940

MAR 26 1940

MAR 26 1940

DATE  
COMPLETED

MAR 26 1940

3

84

4-2-40

226

1/2

4-4-40

201

9/2

4-10-40

4-16-40

DATE ORDERED

DATE PAID

DATE ORDER RECEIVED

DATE Photo Returned to Customer



NO. 0B-H514

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF:

ORDER NO. 35980

DATE 3/26/40

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) RESIDENCE OF FANNY BRICE  
"BABY SNOOKS" BEL AIR, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. 10

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- 828

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE TISSUE OVERLAY FOR COLOR INSTRUCTIONS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

15  
... to make an attractive set.

ESTIMATE

Est. Dept. Checker

MAR 26 1940

MAR 26 1940

DATE  
COMPLETED

MAR 28 1940

MAR 28 1940

6 4 3-26 3-2551

8 3-30-40

214 1/2

211 9 4-12-40

DATE RECEIVED

DATE RECEIVED

Ally

DATE RECEIVED

6

62



ORDER NO. 35980

ORDER NO.

DATE 3/26/40

25	M	POST CARDS	ART COLOR TONE	WHITE BORDER
----	---	------------	----------------	--------------

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SOUTH PATIO, UNION DEPOT,  
LOS ANGELES, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 2 R. M. YES

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE --- LA-31

PHOTO PROPERTY OF C.T.

### COLOR DESCRIPTION

SEE TISSUE OVERLAY FOR COLOR INSTRUCTIONS

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

Post Dept. *Chas. J. ...*

APR 21 1940

15 2 940

DATE  
COMPLETED

7. 29. 51

84

3-30-40

22

112

20

9

2 typ

100

mi 11. card  
62



YANKEE STORY, BERMUDA

NO. 0B-H516

ORDER NO. 36508

DATE 3-25-1940

6 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (MAP OF BERMUDA)

FRONT NO. 20-19 R. M. NO

IMPRINT Same AS ABOVE

PLATE NO. ON FRONT.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE MATERIAL ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

✓ Pencil Skt 3

corr 1 1/2 m.

APR 12 1940

APR 15 1940

APR 15 1940

4-15

4-15

4-15

4-15

4-15

4-15

4-15

4-15

4-15

4-15

4-15

4-15

4-15

4-23-40

5-9

5-9

5-9

5-9

5-9

5-9

5-9

5-9

5-9

5-9

5-9

5-10-40

5-10-40

5-10-40

5-10-40

5-10-40

5-10-40

5-10-40

5-10-40

5-10-40

5-10-40



NO. 0B-4517

BOULDER DAM SERVICE BUREAU, BOULDER CITY, NEVADA

ORDER NO. 36512

DATE 3-25-1940

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) WHEEL OF FORTUNE

IMPRINT SAME AS ABOVE

BOT-THERE'S AN OLD SPINNING WHEEL IN NEVADA

SMALL TYPE <sup>LEFT SIDE</sup> MARGIN: (C) BOULDER DAM SERVICE BUREAU

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATT'D.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

MAR 27 1940

MAR 27 1940

DATE COMPLETED.

MAR 27 1940

MAR 27 1940

16 7

4/1 9

50

4-2-40

4-2-40-KH

30 1 3/4

4-4-40

9 1/4

5-1 B

DATE ORDERED

DATE PAID

DATE WHEN COPIES DELIVERED

DATE WHEN COPIES DELIVERED

B.

63



Shap

NO. OB-H518

BOULDER DAM SERVICE BUREAU, BOULDER CITY, NEVADA

ORDER NO. 36512

DATE 3-25-1940

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.

FRONT NO. 2

R. M. YES

TITLE (IN FULL) WHERE THE REAL WEST BEGINS  
BOT: THE LAND OF GOLDEN SUNSETS

IMPRINT SAME AS ABOVE

SMALL TYPE SIDE MARGIN: (C) BOULDER DAM  
SERVICE BUREAU

SMALL TYPE: PHOTO BY GLENN DAVIS

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATT'D

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

Est Dept. Checked

MAR 28 1940

By

Date

MAR 28 1940

DATE COMPLETED

MAR 28 1940

MAR 28 1940

13 3

\$12.50

30 134

4-4-40

48 10 5-1-40

5-2-40

DATE SUBMITTED

DATE PAID

5.6.40

DATE PAID

Am. 62-65



NO. OB-H519

BOULDER DAM SERVICE BUREAU, BOULDER CITY,  
NEVADA

ORDER NO. 36512

DATE 3-25-1940

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. 2

R. M.

NO

TITLE (IN FULL) ROULETTE - EASY COME, EASY GO  
BOT-POPULAR INDOOR SPORT IN NEVADA

IMPRINT SAME AS ABOVE

SMALL TYPE <sup>LEFT</sup> SIDE MARGIN: (C) BOULDER  
DAM SERVICE BUREAU

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATT'D. ALSO CARD ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS 11 PAT. NO. 1,797,775

MAR 27 1940

MAR 27 1940

DATE  
COMPLETED

MAR 27 1940

MAR 27 1940

10 7

3/29/40

79

30 13/4

4-3-40

10

5/1/40

63



NO. OB-H52D

BOULDER DAM SERVICE BUREAU, BOULDER CITY, NEVADA

ORDER NO. 36512

DATE 3-25-1940

25 M POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		
PLACE OF TITLE: <u>UPPER</u> , LOWER, <u>CENTER</u> BORDER.	FRONT NO. 2	R. M. YES
TITLE (IN FULL) BASS FISHING ON BEAUTIFUL LAKE MEAD, BOULDER DAM	IMPRINT SAME AS ABOVE	
SMALL TYPE LEFT SIDE MARGIN: (C) BOULDER DAM SERVICE BUREAU		
SMALL TYPE RIGHT SIDE MARGIN: BOULDER DAM NATIONAL RECREATIONAL AREA		
	PHOTO PROPERTY OF	CUSTOMER

COLOR DESCRIPTION

SEE TISSUE OVERLAY ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

1940

MAR 27 1940

MAR 27 1940

8 3

76

49 1/2

56 8 3/4 5-1

4-2

5-6

5-7-40

RM 62

63



BOULDER DAM SERVICE BUREAU, BOULDER CITY, NEVADA

NO. OB-4521

ORDER NO. 36512

DATE 3-27-1940

25 M BEST CARDS

ART COLOR TONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) NEW UNION PACIFIC DEPOT,  
LAS VEGAS, NEVADA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE TISSUE OVERLAYS ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

SEP 30 1948

SEP 29 1948

COLOR MATCH

COLOR MATCH



BERGER BROS., PROVIDENCE, R.I.

NO. OB-H522

ORDER NO. 36517

DATE 3-25-1940

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.)

FRONT NO. I

R. M. NO

TITLE (IN FULL) PROVIDENCE COUNTY COURT HOUSE  
AND RHODE ISLAND SCHOOL OF DESIGN,  
PROVIDENCE, R.I.

IMPRINT XXXX SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE CARD ATT'D.

3BH1183

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

MAR 27 1940

Post Date Checked

MAR 27 1940

DATE COMPLETED

MAR 27 1940

MAR 27 1940

1 4 3-27

3-29-40

79

225

1 3/4

9 3/4 4-8-40

2 1/2

4-9-40

DATE BLANKET OFF

DATE END

DATE HAND COLOR PROOF

ST  
63



BERGER BROS., PROVIDENCE, R.I.

NO. OB-H523

ORDER No. 36517

DATE 3-25-1940

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL)

COLLEGE OF EDUCATION AND HENRY

IMPRINT

SAME AS ABOVE

BARNARD SCHOOL, PROVIDENCE, R.I.

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

BLDG. MORE YELLOWISH THAN WHITE. MAKE SUMMER VIEW.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

MAR 27 1940

MAR 27 1940

MAR 27 1940

MAR 27 1940

2 4

3-27

4-150.

2/10

1 1/2

4-2

4-2

2/11

8

4-8-110

DATE BLUEPRINT ORD.

DATE PROOF

DATE HAND COL. PROOF ORD.

DATE PHOTO



BERGER BROS., PROVIDENCE, R.I.

NO. OB-H524

ORDER NO. 36517

DATE 3-25-1940

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) FIRST BAPTIST CHURCH,  
PROVIDENCE, R.I.  
BOT-FOUNDED BY ROGER WILLIAMS IN 1638

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF ~~XXXX~~ C.T.

COLOR DESCRIPTION

SEE CARD ATT'D.

3BH1183

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

MAR 27 1940

MAR 27 1940

DATE	RECEIVED	DATE	RECEIVED
MAR 27 1940	MAR 27 1940	MAR 27 1940	MAR 27 1940
1	3	3-27	4-1 SE
79			
225	1 1/2		2 typ
217	8 3/4	4-8	4-9

DATE RECEIVED

DATE

DATE MADE CARD

By

63



BERGER BROS.; PROVIDENCE, R.I.

NO. 0B-H525

ORDER NO. 36517

DATE 3-25-1940

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M.

NO

TITLE (IN FULL) (TITLE IN SKY) - U.S. POST  
OFFICE, COURT HOUSE AND CUSTOM HOUSE  
U.S. POST OFFICE ANNEX - CAPITOL  
BOT BORDER: PROVIDENCE, R.I.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

U.S. POST OFFICE, COURT HOUSE & CUSTOM HOUSE: GREY. U.S. POST OFFICE ANNEX:  
RED, GRAY ROOF. TAKE OUR RR TRACKS & SHOW GRASS. TAKE OUT SCAFFOLDING.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

6

MAILED MAR 27 1940

MAILED MAR 27 1940

DATE RECEIVED		DATE COMPLETED	
6	7	3-27	4-1-40
74		4-1	
30	1 1/2		4-2-40
211	9 1/2	4-8-40	

By: *RL*

63



BERGER BROS., PROVIDENCE, R.I.

NO. OB-M526 D12

ORDER N36517

DATE 3-25-1940

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

NO

TITLE (IN FULL) THE BILTMORE HOTEL, PROVIDENCE,  
R.I.

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF ~~XXXXXXXX~~ C.T.

COLOR DESCRIPTION

RED BLDG., TRIMMINGS, LIMESTONE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

*Strengthen  
make building lighter*

ESTIMATE		MAR 28 1940	
DATE	QUANTITY	DATE	QUANTITY
MAR 25 1940		MAR 25 1940	
	12 7		4/1 gr
	78		4-3-40 - 15B
HAND COL PROOF	214 1 3/4		
APPROX. LIT	214 9/8		

DATE ORDER SENT

DATE PAID

DATE RECEIVED

65



BERGER BROS., PROVIDENCE, R.I.

NO. 6B-H527

ORDER NO. 36517

DATE 3-25-1940

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) WESTMINSTER STREET, LOOKING  
EAST, PROVIDENCE, R.I.

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

GREY BLDGS & ASSORTED COLORS. TAKE OUT WIRES.

3841183

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

MAR 17 1940

MAR 27 1940

MAR 27 1940

2

6

3-27

3-29 SL

30

13/4

4-2-40

315

10

4-8

4-9

2

155  
63



*Straight*

NO. 0B-H528

BERGER BROS., PROVIDENCE, R.I.

ORDER NO. 36517

DATE 3-25-1940

12 M 500 POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: <u>UPPER</u> LOWER. CENTER - BORDER.	FRONT NO. <u>I</u>	R. M. <u>NO</u>
TITLE (IN FULL) COMBINATION POLICE AND FIRE HEADQUARTERS, PROVIDENCE, R.I.	IMPRINT	SAME AS ABOVE
PHOTO PROPERTY OF		C.T.

COLOR DESCRIPTION  
BLDG. IS LIMESTONE, DARK TRIMMINGS. BE SURE TO TAKE OUT SCAFFOLDING & SMALL BLDG. AT LEFT & WORK OUT LEFT SIDE OF BLDG.

*33H/183*

SUBMIT: RET. PHOTO    B. L. & W. PROOF    HANDCOL PROOF    RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

*108*

MAR 28 1940

DATE	BY	DATE	BY
MAR 28 1940	<i>m</i>	MAR 28 1940	
DATE RECEIVED		DATE RECEIVED	
MAR 28 1940		MAR 28 1940	
10	5	4/1	gr.
203	1/2	4-2	4-2
9			

DATE BLUEPRINT ORD. \_\_\_\_\_ DATE PAID \_\_\_\_\_  
DATE HAND COLOR PROOF \_\_\_\_\_

*10*

*65*



DALLAS POST CARD CO., DALLAS, TEXAS

NO. OB-H529

ORDER NO. 35987

DATE 3/26/49

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.

FRONT NO.

I

R. M.

YES

TITLE (IN FULL) MOONLIGHT ON WHITE ROCK LAKE,  
DALLAS, TEXAS

IMPRINT

SAME AS ABOVE

*Union News Co. Trademark*

*6/15/93*

PRIVATE NO. UPPER LEFT CORNER - D53

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

MAKE MOONLIGHT SCENE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ① PAT. NO. 1,797,775

ESTIMATE

DATE: MAR 27 1940 CHECKED: MAR 27 1940

DATE	DATE	DATE	DATE
MAR 27 1940	MAR 27 1940	MAR 27 1940	MAR 27 1940
3	3	3-27	3-29
49	1/2		4-31
207	9		

6/15/43



AUSTIN NEWS AGENCY, AUSTIN, TEXAS

NO. 0B-H530

ORDER NO. 37017

DATE 3/27/40

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) MAIN ENTRANCE TO UNIVERSITY  
OF TEXAS, AUSTIN, TEXAS

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE FULL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN ~~XXXX~~ NEG. TO

G.L. SHIRLEY

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects of  
order for this  
are to be  
lives are  
in harmony  
to make an attractive set.

Strongly

MAR 29 1940

MAR 27 1940

DATE  
COMPLETED

MAR 29 1940

MAR 29 1940

MAR 30 1940

2	4	3-29	4-3-40
78			
212	1 1/2	4-8-40	
212	9 1/2	4-10-40	4-15-40

DATE

By

DATE Photo Returned to Customer

2

68



AUSTIN NEWS AGENCY, AUSTIN, TEXAS

NO. OB-H531

ORDER NO. 37017

DATE 3/27/40

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BARTON'S SPRING BATHING  
RESORT, AUSTIN, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

I

R. M.

YES

same as

IMPRINT

SAME AS ABOVE

2AH332

rest

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

Color effect: Same as on old card "2A-H332 be sure and fill in the leaves on the trees and that the bridge in the background shows up plain-The house on the left hand side is color 27-Roof red the trees in front of this house fill in with leave Take out the old dead tree at the extreme lower right hand side marked X--Do not use that portion of photo below ink line and make the bathing suits on all very colorful.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF yes

RETURN PHOTO

xxxx neg. to

G.L. SHIRLEY

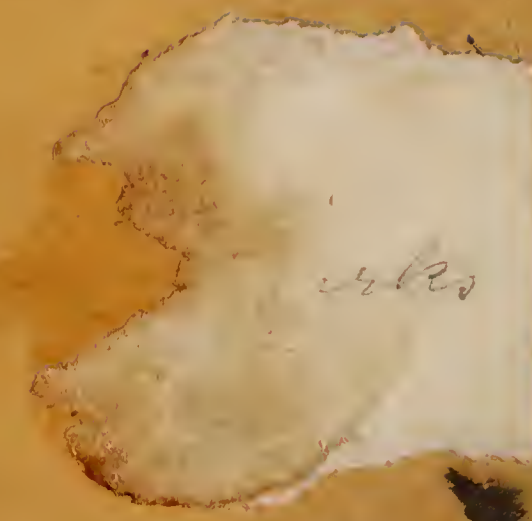
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this one order. Please see to it that all sets or negatives are uniform and colors are in harmony with each other to make an attractive set.

APR 1940		MAR 26 1940	
DATE ORDERED		DATE COMPLETED	
MAR 27 1940		MAR 28 1940	
1	3	3-28	4-1 St.
11		4-2-40	4-3-40 - 150
201	1/2	4-4-40	4-5-40
226	8 3/4		4-12-40



66



AUSTIN NEWS AGENCY, AUSTIN, TEXAS

NO. OB-H532

ORDER NO. 37017

DATE 3/27/40

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) TOM MILLER DAM AND LAKE  
AUSTIN, AUSTIN, TEXAS

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

The building with a small x in ink on it be sure and take out as this building is to be torn down at once. Be sure the white road on Mt. Bonnell shows on card.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order the customer to see to it that all cards are uniform and colors are in harmony with each other to make an attractive set

3CP2181

ESTIMATE		Post Date Check	
MAR 28 1940		MAR 28 1940	
DATE	DATE	DATE	DATE
MAR 28 1940	MAR 28 1940	MAR 28 1940	MAR 28 1940
5-2 1/2	3-28	4-1	4-1
80	4-1		
30	4-1	4-3-40	4-3-40
216	4-11-	4-12	4-12

DATE SENT TO CUSTOMER

DATE FILED

DATE SENT TO CUSTOMER

By

DATE Photo Returned to Customer

5

RM 765 66



AUSTIN NEWS AGENCY, AUSTIN, TEXAS

NO. OB-H533

ORDER No. 37017

DATE 3/27/40

26 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) AERIAL VIEW OF THE UNIVERSITY  
OF TEXAS, AUSTIN, TEXAS  
FRONT NO. I R. M. YES  
IMPRINT SAME AS ABOVE

Set up numbers:  
1 to 26 included

COLOR DESCRIPTION

The numbers on tissue overlay are to be shown on card if possible believe they will look better if in a circle around the number. All verly light buildings are color AC 13 will suit best. all roofs are red. the buildings that are not so bright in the photograph are AC color 62 should be just a shade lighter in color than 62 if possible.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Check the order carefully before you place it. If you find any errors or omissions, please notify us immediately. We will be glad to make any necessary corrections. To make an order, please fill out the order form and send it to us.

DATE RECEIVED	DATE FILMED	DATE PRINTED	DATE COMPLETED
MAR 28 1940	MAR 28 1940	MAR 28 1940	MAR 28 1940
10	6 1/2		4 1/2 gr
79			
99	2		5-4
115	13	4-11	4-15

DATE FILMED BY  
DATE PRINTED BY  
DATE COMPLETED BY

15.  
A-67-466  
66



HANCO ART & NOV.CO., NEW YORK,N.Y.

NO. 0B-H534

ORDER NO. 36534

DATE 3-28-1940

50 M XXXXX FOLDER VIEWS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) DESERT OF MAINE, FREPPORT,  
MAINE  
BOT-OVER 500 ACRES BARREN WASTELAND

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

COLOR OF THE SAND IS NOT TOO WHITE, BUT MORE OF A VERY LIGHT  
BUFF, SIMILAR TO COLOR OF KMX CARDBOARD ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

Cost Dept. Checked

MAR 29 1940

MAR 29 1940

DATE	DEPT.	DATE COMPLETED
MAR 29 1940	MAR 29 1940	MAR 29 1940
15 1/2		3/29 gr
74	4/1	
21 1/2	4/3	4/3
54 8/2	4-10 40	4-12 40

DATE RECEIVED

DATE FILED

By

DATE Photo Returned to Customer

66



HANCO ART & NOV.CO., NEW YORK, N.Y.

NO. OB-H535

ORDER NO 36534

DATE 3-28-1940

50 M FOLDER VIEWS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) OLD FAITHFUL, YELLOWSTONE

NATIONAL PARK, WYOMING

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

MAR 29 1940

MAR 29 1940

DATE COMPLETED

DATE COMPLETED

MAR 29 1940

MAR 29 1940

11 1 1/2

3/29/40

74

4-1

49

1/2

4-2

48

1/2

4-1-40

4-12-40

15  
66



HANCO ART & NOV.CO., NEW YORK CITY, N.Y.

NO. OB-H536

ORDER NO. 36534

DATE 4-3-1940

50 M FOLDER VIEWS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M.

TITLE (IN FULL) COG RAILWAY, PIKES PEAK,  
COLO.

IMPRINT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

*[Handwritten signature]* **ESTIMATE** *[Handwritten initials]*  
APR 3 1940 *[Handwritten initials]* APR 3 1940  
DATE COMPLETED  
APR 3 1940 APR 9 1940 *[Handwritten initials]*  
4 2 4-3 9-4 Se  
7B  
HAND COL PROOF 2/0 1/2 4-8 4-8  
PRICE 31 9 412/40

L. E. LLOYD

DATE

By *[Handwritten signature]*

DATE Photo Returned to Customer

73



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL NO. OB-H537 ORDER NO. 36549 DATE 3-27-1940

CUSTOMER FISCHER NURSERIES  
EASTON, PENNA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

AZALEA NEW HARDY CHRYSANTHEMUM

BOT-THE ADOLPH FISCHER NURSERIES - (250 ACRES)

EASTON, PENNSYLVANIA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

*No on front*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

*Use photo 9AH368*

SEE SKETCH ATT'D. PINK & WHITE FLOWERS TO  
BE EXACTLY THE SAME SIZE AS BRONZE, YELLOW  
& RED FLOWERS, SO THEY ALL LOOK ALIKE.

FILL UP LEAVES OR GREEN FOLIAGE WHICH SHOWS THROUGH GROUP OF PINK & WHITE FLOWERS IN THE  
FOREGROUND, MAKING IT AN ALMOST SOLID MASS OF PINK & WHITE FLOWERS.

*To office*

COLOR DESCRIPTION

SEE SKETCH & INSTRUCTIONS ABOVE.

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

3M-1-2-39

MAR 29 1940

5X7

*Red 5 1/2*

*110-174*

*29-42*

49

4-25

*GW*

*H*

*66*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. OB-H538 ORDER NO. 36543 DATE 3-29-1940

CUSTOMER WOLVERINE HOTEL  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 MPOST CARDS SIZE 3½ x 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL WOLVERINE - DETROIT, MICHIGAN  
OVERLOOKING GRAND CIRCUS PARK

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH & INSTRUCTIONS ATT'D.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATT'D, ALSO SKETCH.

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

3M-1-2-39

50.1  
Ret 7  
H2. 13  
Lg. 10

*[Handwritten signature]*

MAR 30 1940

APR 3 1940  
(correction)



*make DK. Blue impression*

54  
1-9-12



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. OB-H539 / ORDER NO 36541 DATE 3-26-1940

CUSTOMER HOTEL CHICAGOAN  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$  (GROUP 2) STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE TROPICS IN THE HOTEL CHICAGOAN  
67 WEST MADISON

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH, TISSUE OVERLAYS & INSTRUCTIONS  
ATT'D.

*to office*

COLOR DESCRIPTION

SEE SKETCH, TISSUE OVERLAYS & INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

*So 2*  
*Re 11*  
#30, 4-22-40 *110 21*  
#60, 5-7-5-9 *11*

*[Signature]*

APR 12 1940

APR 12 1940

*Photo to Boudier  
5/24/48*

*90*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. 0B-H541 ORDER NO. 36562 DATE 3-27-1940

CUSTOMER TOM BROWN  
TEXARKANA, ARKANSAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M 500 POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE ☒ Upper, ☐ Lower, ☐ Center, ☐ Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE TOWERS

ON HIGHWAY 67, BROADWAY OF AMERICA

FRONT NO. 5

(All of this on address side)

R. M. Yes ☐ No ☒

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer ☒ C. T. Imprint ☐ No Imprint

RETOUCHING DEPARTMENT

☒ Submit ☐ Sketch ☐ Layout ☒ Retouched Photo ☐ Wash Drawing

Follow Layout

SEE SKETCH ATT'D.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH ATT'D.

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

49 4-4

1 Reproduction  
Ref 8  
He 1 1/2  
Lat 8 1/2

MAR 29 1940

LL

66

2



NO. OB-H542

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES,  
CALIF.

ORDER NO. 36577

DATE 3-28-1940

25 MPOST CARDS (GROUP 2) ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HOME OF SHIRLEY TEMPLE

PRIV. NO. BEFORE TITLE: 810

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 64-H1972 FOR HOUSE. INSERT PHOTO OF SHIRLEY TEMPLE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,375

MAR 30 1940

MAR 30 1940

MAR 30 1940

MAR 30 1940

11 1

4/1 9

74

4-3

226 13/4

4-4-40

219

03/4

4-12-40

4-16-40

DATE FOR

DATE FOR

Submitted To  
Officer







LAKE ARROWHEAD ART SHOP, LAKE ARROWHEAD, CALIF.

NO. 0B-H544

ORDER NO. 37069

DATE 4/1/40

6 1/2 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) SAILING ON LAKE ARROWHEAD  
BOT - LAKE ARROWHEAD, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE  
PUT READING MATTER AT BOTTOM OF MES. XXX  
SPACE

PRIVATE NO. LOWER LEFT CORNER

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

I

SEE TISSUE OVERLAY FOR INSTRUCTIONS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Please  
check that all colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Est Dept. Checked

APR 2 1940

APR 2 1940

DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL	DATE COMPLETED
COM. PHOTO			APR 2 1940	APR 2 1940
SPACE				
REWORKING	18	2		4/2 9
PROOFING				
STAMPING	14/80	4-4		
STAMPING				
STAMPING				
STAMPING	217	1/2	H-8	H-8
STAMPING	214	9		

LAKE ARROWHEAD

LA

DATE RECEIVED

BY

Wing



LAKE ARROWHEAD, ART SHOP, LAKE ARROWHEAD, CALIF.

NO. OB-H545

ORDER NO. 37069

DATE 4/1/40

6 1/2 M POST CARDS ART COLOORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NORTH SHORE TAVERN  
BOT - LAKE ARROWHEAD, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE  
PUT READING MATTER AT BOTTOM OF MES.  
SPACE

PRIVATE NO. LOWER LEFT CORNER ---

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE TISSUE OVERLAY FOR INSTRUCTIONS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION

USE THESE CLIPPING TIPS  
on film that all sets of nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Post Date Checked	
APR 2 1940		APR 2 1940	
DATE	COMPLETED		
APR 2 1940	APR 2 1940		
11 2	4/2 5		
80	4-3		
1 1/2	4-5		
9	4-15		

DATE RECEIVED

By

DATE RECEIVED



NO. OB-H546

ORDER NO. 37069

DATE 3/1/40

~~CONFIDENTIAL~~

LAKE ARROWHEAD ART SHOP, LAKE ARROWHEAD, CALIF.

6 1/2 M POST CARDS ART COLOR TONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE VILLAGE  
BOT - LAKE ARROWHEAD, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE  
PUT READING MATTER AT BOT. OF MES. SPACE.

PRIVATE NO. LOWER LEFT CORNER ---

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

VERY LIGHT GRAY PLASTER. DARK BROWN TRIMES, ETC. ETC. WINDOWS SASH CREAM  
SIGNS BROWN CREAM LETTERING. ROOF SILVER GRAY. GRANITE WALL BASE

SEE TISSUE OVERLAY FOR FURTHER INSTRUCTIONS

SUBMIT: RET. PHOTO B. L. &amp; W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for this customer. Please  
see to it that all cuts of nega-  
tives are uniform and color are  
in harmony with each other  
to make an attractive set.

**ESTIMATE** By m Post Dept. Checked

APR 2 1940 DATE COMPLETED APR 2 1940

	DATE	PT.	DATE COMPLETED
APR 2 1940			APR 2 1940 B
3			4-2-40
74	4-3		
30	1/2		4-5-40
25	9	4-15	4-16

ST.  
Cunning



LAKE ARROWHEAD ART SHOP, LAKE ARROWHEAD, CALIF.

NO. OB-H547

ORDER NO. 37069

DATE 4/1/40

6 1/2 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) ~~LAKE ARROWHEAD LODGE~~  
LAKE ARROWHEAD, CALIFORNIA (AT BOT.)

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE  
PUT READING MATTER AT BOT. OF MES. SPACE

PRIVATE NO. LOWER LEFT CORNER

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

LIGHT GRAY PLASTER. DARK BROWN TRIM. WINDOW SASH ETC. CREAM. ROOF SLATE COLOR.

SEE TISSUE FOR FURTHER INSTRUCTIONS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF *yes*

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION

order for this customer. Please  
see to it that all negatives  
are uniform and color are  
in harmony with each other  
to make an attractive set.

*Rephoto - page  
on top &  
bottom*

APR 3 1940

ESTIMATE

Post Dept. Checked

APR 3 1940

	NO.	DATE	DATE COMPLETED
		APR 1 1940	APR 4 1940
	3	5	4-3
	80	4-5	
	30	13/4	4-8-40
	213	9/2 4/15/40	4-18-40

DATE RECEIVED

DATE PAID

DATE PAID

*Rush*



*Rm 70*

*76*

3



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL.

ADV. ORDER

DIAL No. OB-H548

ORDER NO.

36608

DATE

4-3-1940

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER THE PRINCETON INN  
PRINCETON, NEW JERSEY

12 M 500 POST CARDS SIZE

3½ x 5½

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE PRINCETON INN, PRINCETON, NEW  
JERSEY

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SHOW THE GRASS A LITTLE LIGHTER SHADE THAN ON CARD ATT'D. (MADE PREVIOUSLY FOR CUSTOMER)  
COLORS SAME AS CARD ATT'D. BUT THE INN IS QUITE OLD, BUILT OF COMMON BRICK, WHICH  
WAS ORIGINALLY PAINTED WHITE & NEVER PAINTED SINCE & PAINT IN SPOTS HAS PEELED  
CONSIDERABLY, THUS GIVING BUILDING AN OLD APPEARANCE. CUSTOMER WOULD LIKE US TO  
SHOW THIS "AGED" APPEARANCE. OTHERWISE FOLLOW COLORS ON CARD.

PHOTO RETURNED

TO

PHOTO USED FOR

49

4-8

HC.

15

LA.

9

54-4-22-40

"-4-24-40

APR 3 1940

235



SEAWALL SPECIALTY CO., HOUSTON AND GALVESTON,  
TEXAS

NO. 0B-H549

ORDER NO. 36611

DATE 3-30-1940

35 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M.

YES *same*

TITLE (IN FULL) SAN JACINTO MEMORIAL SHAFT AND

IMPRINT SAME AS ABOVE

*8A111683*

REFLECTING POOL

BOT: (SEE OTHER SIDE)

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BRING OUT SIDES OF POOL PROMINENTLY. ALSO GRASS ON SIDES OF POOL.  
FLOWERS & SHRUBBERY AROUND MONUMENT. DO A GOOD JOB ON THIS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

DATE	APR 2 1940	DATE	APR 2 1940
COMPLETED		COMPLETED	
APR 7 1940		APR 7 1940	
8 3		4/3 gr	
21		4-4	
30 1/2		4-5-40	
212 8 1/2	4-9-40	4-10-40	

DATE

DATE

DATE

DATE



S.C. STATE COMM. OF FORESTRY, COLUMBIA, S.C.

NO. OBH550  
~~00110~~

ORDER NO. 36612

DATE 3-30-1940

6 M 500 POST CARDS

ART COLORTONE

~~XXXXXXXXXX~~ FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. NO

TITLE (IN FULL) BATH HOUSE AND LAKE,  
OCONEE STATE PARK, WALHALLA, S.C.

IMPRINT NONE

(TITLE IN SKY)

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BUILDING, GRAY STONE. GRAYISH BROWN SHINGLE ROOF. STONE  
CHIMNEY. NICE GREEN GRASS FOREGROUND. NICE BLUISH WATER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for the customer. Please  
see to it that all sets or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

APR 2 1940

By *M* Checked

APR 2 1940

		DATE COMPLETED
ORDERED		APR 2 1940
RECEIVED		
PRINTED	13 1/2	4-2-40
RECEIVED		
PRINTED	80	4-3
RECEIVED		
PRINTED	30 1/2	4-8-40
RECEIVED	215 8 3/4	4-16

DATE RECEIVED

By *24*

DATE HAND COLOR

DATE Photo Returned to Customer



S.C. STATE COMM. OF FORESTRY, COLUMBIA, S.C.

NO. OB-H551

ORDER NO. 36612

DATE 3-30-1940

6 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ENTRANCE TO TABLE ROCK  
STATE PARK, TICKENS, S.C.

(TITLE IN SKY)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

STONES ARE SLIGHTLY VARIGATED, MOSTLY LIGHT GRAY. ROOF, LIGHT  
BROWN OAK SHINGLES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

order for this material. Please  
see to it that all cards in the  
series are uniform and colors are  
in harmony with each other  
to make an attractive set.

Rephoto

104 15 1940

ESTIMATE

By MA

APR 3 1940

APR 3 1940

DATE	DESCRIPTION	LEVEL	DATE	DATE
			APR 5 1940	APR 5 1940
	16 1 1/2			4/13/40
	74		4-5	
H2 - 216	216 1 1/2	4-8-40	4-8-40	
A2 - 212	212 9	4-15-40	4-17-40	

DATE RECEIVED BY \_\_\_\_\_ DATE FILED \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_



S.C. STATE COMM. OF FORESTRY, COLUMBIA, S.C.

NO. OB-H552

ORDER NO. 36612

DATE 3-30-1940

*Enlarge*

6 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. NO

TITLE (IN FULL) BEACH SCENE AT EDISTO BEACH

IMPRINT NONE

STAT. PARK, EDISTO ISLAND, S.C.

(TITLE IN XXXX)  
SKY

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TAKE OUT BOY ON LIFEGUARD'S STAND, AT LEFT HAND SIDE OF PHOTO  
TAKE OUT PALM TREE (RAGGED LOOKING ONE) IN CENTER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Order for this photo should be  
see to it that all negatives are uniform in color and  
in harmony with each other  
to make an attractive set.

APR 3 1940

ESTIMATE

Cost Dept. Checked

By

APR 3 1940

			DATE COMPLETED
		APR 5 1940	APR 5 1940
	8' 2 1/2		4-4-40
	84	4-6-40	
	30 1/2		4-9-40
	211 9	4-15-40	

DATE ORDER FOR D.

DATE FILED

DATE HAND COLOR PROOF

77



S.C. STATE COMM. OF FORESTRY, COLUMBIA, S.C.

NO. OB-H553

ORDER NO. 36612

DATE 3-30-1940

6 M 500 POST CARDS		ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. I	R. M. NO
TITLE (IN FULL) VACATION CABIN AT MYRTLE BEACH STATE PARK, MYRTLE BEACH, S.C.		IMPRINT NONE	
(TITLE IN SKY)			
		PHOTO PROPERTY OF CUSTOMER	

COLOR DESCRIPTION  
WHITE BUILDING, BROWN ROOF, RED BRICK CHIMNEY. NICE GREEN GRASS IN FOREGROUND. CUT OFF SOME OF FOREGROUND AND ADD A LITTLE MORE SKY.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order to this number. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Rephoto Enlarger*

APR 3 1940

ESTIMATE		Cost Dept. Checked	
APR 3 1940		APR 3 1940	
DATE	BY	DATE	BY
APR 3 1940		APR 3 1940	
16	2 1/2	4-5-40	4-9
80		4-15-40	4-18-40
210	1/2		
206	8 3/4		

DATE BLUEPRINT ORD. \_\_\_\_\_ DATE FILED \_\_\_\_\_  
By \_\_\_\_\_  
DATE HAND COLOR PROOF ORD. \_\_\_\_\_ DATE PRINTED \_\_\_\_\_  
By \_\_\_\_\_

15  
73



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Road — CHICAGO, ILL. **ADV. ORDER**

DIAL NO. **QB-H554** ORDER NO. **36654** DATE **4-3-1940**

CUSTOMER **B & M MATTRESS CO.**  
**HOUSTON, TEXAS**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12M 500 POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$  (GROUP 4) STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **B & M MATTRESS CO. - 21 HEIGHTS**  
**BOULEVARD, HOUSTON, TEXAS (ETC.)**

FRONT NO. **5** (All of this on address side)  
R. M. ☒ Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit ☒ Sketch ☒ Layout ☒ Retouched Photo ☒ Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE PENCIL SKETCH ATT'D. USE PHOTO  
MARKED IN PLACE OF ONE CROSSED OFF ON  
SKETCH. ADD "TELEPHONE TAYLOR 8173" IN  
MOST CONSPICUOUS PLACE ON PICTURE.

SEE INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

SEE PENCIL SKETCH ATT'D. FOR BACKGROUND COLOR, CUSTOMER LEAVES THAT TO YOUR  
JUDGMENT; USE ANY COLOR EXCEPT BLACK. SEE INSTRUCTIONS ATT'D.

PHOTO RETURNED

TO

PHOTO USED FOR

APR 4 1940

4-22 (210)

20 -  
Ret 10 1/2  
No 2 1/2  
Lat 13 1/2

Handwritten signature

Handwritten signature

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

3M-1-2-33

3 - 3  
2 - 2 1/2  
1 - 5



NO. OB-H555

LYNN H. BOYER, JR., PHILADELPHIA, PA. AND WILDWOOD, N.J. ORDER NO. 37113

DATE 4/9/40

DATE

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. I R. M. YES	
TITLE (IN FULL) MONUMENT TO RELIGIOUS LIBERTY FAIRMOUNT PARK, PHILADELPHIA, PA.		IMPRINT SAME AS ABOVE <i>also engr</i>	
PRIVATE NO. BEFORE TITLE --- 176		PHOTO PROPERTY OF C.T.	

COLOR DESCRIPTION

Light gray stone all over. show letters clear on monument. remove dark streak on womans face. make green foliage on bare trees PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

**ESTIMATE**

By *E* Date *APR 10 1940*

Item	QTY	UNIT PRICE	TOTAL	DATE
16 4				APR 10 1940
80			4-12	
226 1/2				4-16-40
211 8 1/2			4-18-40	

DATE *APR 10 1940*  
By *RT*

*R.M. 85  
86*



P12

ORDER NO. 37113

4/9/40

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

## IMPRINT

also in in 1

PHOTO PROPERTY OF C.T.

### COLOR DESCRIPTION

YES

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

627

ESTIMATE		DATE	
1940		APR 10 1940	
1940		APR 10 1940	
18	1 1/2	4-15-40	4-24
79			
30	1 1/2		
215	9		
	4 1/2		

Charge to APP. RET. Dr.

EST. Makeover Time Required

	TIME	DATE
16 RETOUCHING	1/2	Time Recorded in Cost Dept.
PHOTO-LITHO	1/2	Date
COMPOSING		8
ART DEPT.		
PAVING		

22



*Rephoto*

NO. 0B-H557

COCHRAN NEWS AGENCY, WICHITA FALLS, TEXAS

ORDER NO. 36672

DATE 4-4-1940

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FIRST METHODIST CHURCH,  
WICHITA FALLS, TEXAS

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE PHOTO WITH INSTRUCTIONS MARKED ON IT, ATT'D.  
BRICK IS A.C.#55. ALL STONE WORK IS WHITE. WINDOWS: STAINED GLASS,  
#43. TAKE OUT ALL AUTOS, & OTHER BLDGS. PUT IN: RED ROSES ON ROSE  
BUSHES & RED & YELLOW TULIPS ON THE PLANTS AROUND THE FLOWER BED AT  
LEFT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

APR 9 1940

APR 9 1940

APR 9 1940

APR 9 1940

1 3 1/2 4-9

4-11

4-13-40

30 1/2

31 9

4-16-40

7/24/40

*LL*

17  
83



8

Shit 9

Co

IK I. & M. OTTENHEIMER, BALTIMORE, MD.

NO.0B-H558

ORDER NO: 37136

DATE 4/4/40

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) GREETINGS FROM BALTIMORE, MD.  
FRONT NO. 2 R. M. NO XXX  
IMPRINT SAME AS ABOVE

PUT IN SMALL TYPE IN LOWER BORD R -  
(c) Curt Teich & Co., Inc.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO FROM BACK COVER OF FOLDER NO. D-4355

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

APR 22 1940

By Dept. Checked  
Date APR 22 1940

80 17 7  
17 6

79

APR 22 1940

APR B

4/26 9

29 13 4-26-40 4-29-40

DATE SENT BY DATE PAID  
DATE PAID CLASS & QUANTITY  
DATE Photo returned to C. Teich

Rush  
Rush on sheet

98



NO. OBH 559

X I. & M: OTTENHEIMER, BALTIMORE, MD.

ORDER NO. 37137

DATE 4/4/40

50 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE) PLACE OF TITLE: UPPER LOWER CENTER - BORDER. FRONT NO. 2 R. M. NO

TITLE (IN FULL) AERIAL VIEW OF JOHNS HOPKINS HOSPITAL GROUP, BALTIMORE, MD. IMPRINT SAME AS ABOVE

(XXXXXXXXXXXX PUT IN PLATE OVER GROUP OF BLDGS. ON THE LEFT SIDE OF PHOTO THE NAME - - SINAI HOSPITAL

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES TO

CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET

TOURIST DEV. BUR 22 LIGHT ST. BALTIMORE, MD.

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

		APR 9 1940		DATE
		ENTERED DEPT.		COMPLETED
		APR 9 1940		4/11
		8 7		4/11
		74 4-13		
		49 13/4		4-16
		216 12 1/2 4-22		4-23

DATE BLANKET OFF By DATE By 4/24/40

83



A. HIRSCHWITZ, NEW ORLEANS, LA.

NO. OB-H560

ORDER NO. 37142

DATE 4/4/40

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

18

R. M.

YES

TITLE (IN FULL)

THE SUGAR BOWL, NEW ORLEANS, LA.

IMPRINT SAME AS ABOVE

PUT AT BOT. OF MESL SPACE - NEW ORLEANS -  
AMERICA'S MOST INTERESTING CITY

6 AM 1549

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

OUTSIDE THE OF BOWL IS WHITE CEMENT. THE PLAYERS FORMING THE  
LETTERING "SUGAR BOWL" ARE ALL IN PUEPLE AND ORANGE UNIFORMS. THIS  
WAS THE LSU BAND AND THEIR UNIFORMS ARE THE STATE COLOPS.  
AS TO BALANCE OF THIS SCENE WE LEAVE IT UP TO YOU TO SELECT COLORS  
AND TO MAKE THIS AN OUTSTANDING CARD. XXXXXXXXXXXXXXXXXXXX

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Reg. Photo Paper  
on both sides

68

APR 9 1940

APR 9 1940

		DATE	DATE
		APR 9 1940	APR 9 1940
	3	3 1/2	4-11-40
	84	4-11-40	
	226	4-16-40	
	219	4-26-40	5-1-40

Rm 77  
83



RAY & DAVIDSON, OCALA, FLORIDA

NO. OB-H561

ORDER NO. 37146

DATE 4/1/40

124 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M.

YES same as 5741379

TITLE (IN FULL) GLASS BOTTOM BOATS ON BEAUTIFUL SILVER SPRINGS

IMPRINT NONE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,737,775

ATTENTION!

2 subjects on  
order for this set. Please  
see to it that all cuts or separ-  
tives for numbers and colors are  
in harmony with each other  
to make an attractive set.

APR 5 1940

APR 5 1940

APR 8 1940

APR 8 1940

6 2. 4-7 4-9-50

74 4-10-40

212 8<sup>3</sup>/<sub>4</sub> 4/19/40 4-23-40

DATE RECEIVED OF

DATE FILED

By

By

DATE PAID FOR

DATE PAID FOR

by

81



RAY & DAVIDSON, OCALA, FLORIDA

NO. OB-H562

ORDER NO. 37146

DATE 4/4/40

22 POST CARDS

ART COLORTONE

WHITE BORDER

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL) PASSENGERS EXPLORE SILVER SPRINGS FROM PHOTO-SUB

IMPRINT I  
NONE

YES Same as  
5AH1379

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

RETOUCH PORT HOLES IF NEED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

# ATTENTION!

2 subjects on  
order for this set. Please  
see to it that the subjects  
are uniform and clear and  
in harmony with each other  
to make an attractive set.

APR 5 1940

APR 5 1940

		DATE ENTERED DEPT	DATE COMPLETED
		APR 8 1940	APR 8 1940
	6 2 1/2	4-8	4-7-40
	94	8-10-40	
	214 1 1/2	4-12	4-12
	219 9	4-22-40	4-23-40

DATE RECEIVED BY

DATE

DATE RECEIVED BY

DATE Photo Arrived to Customer

81



M

BELK BROTHERS CO., CHARLOTTE, N. CAROLINA

NO. OB-H563

ORDER NO. 37150

DATE 4/4/40

12 1/2 M

POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

NO

TITLE (IN FULL) HAPPY BIRTHDAY FROM BELK'S  
BOY'S DEPT.

IMPRINT

NONE

PUT IN LOWER LEFT CORNER - (c) Curt Teich  
& Co., Inc.

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

FOLLOW SKETCH ATTACHED USING REAL PRETTY COLORING

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

APR 5 1940

3

APR 8 1940

DATE  
COMPLETED.

APR 8 1940

APR 8 1940

201-

9

74

4-13

30

1 3/4

4-16-40

202

9 1/2

4-18

4-19

DATE SUBMITTED

DATE HAND COLOR

By

24



NO. OB-H564

SEAWALL SPECIALTY CO., HOUSTON AND GALVESTON, TEXAS

ORDER NO. 36702

DATE 4-3-1940

25 M POST CARDS		ART COLORTONE		WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)			
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 2		R. M. NO	
TITLE (IN FULL) SEARS ROEBUCK AND COMPANY'S NEW SUPER STORE AT HOUSTON, TEXAS BOT-HOUSTON - FASTEST GROWING CITY IN THE UNITED STATES		IMPRINT SAME AS ABOVE			
SMALL TYPE: PHOTO BY ELWOOD M. PAYNE		PHOTO PROPERTY OF CUSTOMER			

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

APR 5 1940

DATE	TIME	DATE	TIME
APR 8 1940		APR 8 1940	
	1 3 1/2		4-10 5
	79		
	210	4-12	4-12
	28 8 3/4	4/23/40	4/29/40

DATE 4-23-40

81



HYMAN'S NEWS & BOOK STORE, DES MOINES, IOWA

NO. OB-H565

ORDER NO. 36756

DATE 4-5-1940

25	M	POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)		
PLACE OF TITLE: <u>UPPER</u> LOWER, CENTER - BORDER.		FRONT NO. <u>I</u> R. M. <u>YES</u>		
TITLE (IN FULL) <u>BANKERS LIFE COMPANY, HOME OFFICE BUILDING, DES MOINES, IOWA</u>		IMPRINT <u>SAME AS ABOVE</u>		
		PHOTO PROPERTY OF <u>CUSTOMER</u>		

COLOR DESCRIPTION

SEE INSTRUCTIONS ATT'D.

Photo 4B11519

SUBMIT: RET. PHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

APR 9 1940	APR 8 1940
MAR 5 1940	APR 9 1940
2 8	4 - 0
78	
30 1/2	4-16-40
203 7	5-24 5-37
	5-29-40

# MAKEOVER

Charge to Order Dr.

EST. Makeover Time Required

RETOUCHING	8	Time Recorded in Case Dept.
PHOTO-LITH	1/2	Date
COMPOSING		
ART DESK HC	1 1/2	
ENGRAVING		

#30, 5-21-40

17.  
Rm. 80  
83